

# CIVICCON

*Empowering Pensacola  
Through Civic Conversations*

# PENSACOLA, FL

2019

***WINNER!***

#strongesttown contest

**STRONG  
TOWNS**



*CivicCon is a partnership of the News Journal and the Studer Community Institute to make our community a better place to live, grow, work and invest through smart planning and civic conversations.*



## March 18: Peter Kageyama

- \* 200 attended; 6,300 Livestreams
- \* Speaker Rating: 9.86 out of 10
- \* Likelihood of recommending CivicCon to a friend: 9.92





- A love note inspired by Peter Kageyama
- Chalk art by artists
- Chalk art by kid artists
- Food trucks
- Games
- 10 a.m. to 4 p.m.

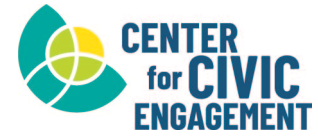
**May 25, 2019**

SCI Building

220 W. Garden

## **CivicCon Pot Luck Social**

- CivicCon email list invited
- Please RSVP
- Noon to 2 p.m.
- Bring a dish to share
- Brief program
- Center for Civic Engagement Learning Curriculum



# SCAPE



**SCAPE LANDSCAPE ARCHITECTURE DPC**

# **PENSACOLA WATERFRONT FRAMEWORK PLAN**

**APRIL 22, 2019**

















# PROJECT GOALS



A photograph of three people riding bicycles on a paved path. The person in the foreground is a woman with long dark hair, wearing a blue and white checkered sleeveless top and white pants, riding a light blue bicycle. Behind her are two men, also on bicycles. The path is bordered by green grass and shrubs on the left and a paved road on the right. In the background, there is a tall utility pole, a flagpole with an American flag, and a cloudy sky. The text "CREATE A MORE CONNECTED PUBLIC REALM" is overlaid in white, bold, sans-serif capital letters across the center of the image.

**CREATE A MORE CONNECTED  
PUBLIC REALM**






# HIGHLIGHT AND CELEBRATE LOCAL ECOLOGY





# LEVERAGE OPPORTUNITIES FOR ECONOMIC DEVELOPMENT



A vintage photograph of a group of African American people, including women and children, standing on a wooden platform outdoors. A man in a white suit stands on the left. A striped umbrella is visible in the background.

# PROMOTE EQUITY AND INCLUSION IN PUBLIC SPACE



A group of diverse people, including an older woman in a blue floral dress, a woman in a yellow top, a man in a blue patterned shirt, and a young man in a white shirt, are gathered around a table. They are looking at and pointing to documents and papers on the table, appearing to be in a collaborative meeting or workshop. The background shows a wall with various posters and notices.

# A NEW MODEL FOR OUTREACH AND CIVIC ENGAGEMENT



# IDENTIFY ACTIONABLE AND IMPLEMENTABLE PROJECTS





# PROJECT TIMELINE

FRAMEWORK PLAN



CIVICCON:  
PRESENTATION  
+ WORKSHOPS

CATALYTIC PROJECTS: CONCEPT DESIGN

: WE ARE HERE! 4/22-23



## **WE MET WITH:**

**190 CIVICCON PARTICIPANTS**

**24 LOCAL AND ENVIRONMENTAL EXPERTS**

**26 PROPERTY OWNERS**

**22 HIGH SCHOOL STUDENTS**

**32 COMMUNITY LEADERS**

**WHAT WE HEARD**



# PARTICIPATORY MAPPING WORKSHOPS





# KEY TAKEAWAYS FOR CONNECTIVITY AND CIRCULATION:

- CONNECT EAST TO THE WEST WITH A CONTINUOUS WATERFRONT TRAIL
- SAFE NEIGHBORHOOD CONNECTIONS TO THE WATER
- SLOW DOWN AND REDIRECT TRUCK TRAFFIC AWAY FROM DOWNTOWN
- LINK EXISTING ASSETS
- BRING PEOPLE TO THE WATER
- SEPARATE BIKES AND PEDESTRIANS
- ACCOMMODATE A DIVERSITY OF MOBILITY OPTIONS

# KEY TAKEAWAYS FOR ECOLOGY AND HYDROLOGY:

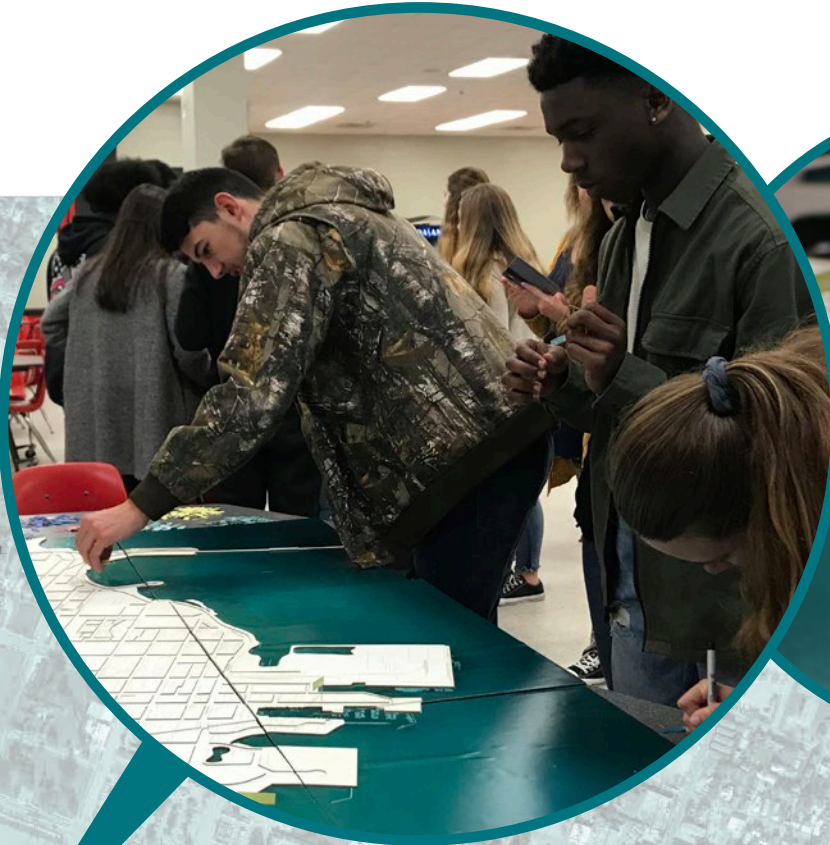
- DAYLIGHT CREEKS AND MANAGE STORMWATER
- SOFTER EDGES: BEACHES, RIP RAP
- STORMWATER FEATURES ALONG STREETS
- MORE SHADE, ENRICH ECOSYSTEMS
- HABITAT CONNECTIVITY ALONG WATERFRONT AND TO THE NORTH
- ACTIVE EDUCATION, MONITORING, ENGAGE WITH SCHOOLS
- MAINTAIN PREVIOUSLY ENHANCED AREAS AND INTERTIDAL ZONES
- CLEAN UP AND RESTORE AREAS INTO RECREATIONAL ASSETS

# KEY TAKEAWAYS FOR SEA LEVEL RISE:

- EDGES AND FILL AREAS ARE VULNERABLE TO SEA LEVEL RISE
- FLOOD ZONES - MOUTH OF WASHERWOMAN CREEK, UNDER 17TH AVE BRIDGE, CORRINE JONES PARK, FORMER ECUA SITE
- PLAN FOR SHORT VS. LONG TERM SUSTAINABLE DEVELOPMENT



# INTERACTIVE MODEL





ACTIVITY CARDS WITH HIGH SCHOOL STUDENTS





# KEY TAKEAWAYS FOR PROGRAMS AND ACTIVITIES:

- UTILIZE, ENHANCE + CONNECT EXISTING ASSETS AND HISTORY
- ENGAGE COMMUNITY AND SCHOOLS IN ENVIRONMENTAL EDUCATION AND MONITORING
- CONTINUOUS TRAIL OR BOARDWALK
- SHADE EVERYWHERE
- DIVERSITY OF ACTIVITIES, MORE ACCESS POINTS ALONG THE WATERFRONT
- AMENITIES: RESTROOMS, PUBLIC DOCKS, BIKE LANES, TRAILS, PIERS, ETC.

# **KEY TAKEAWAYS FOR SANDERS BEACH:**

- **STREET IMPROVEMENTS AND TRAFFIC CALMING NEEDED**
- **DIFFERING OPINIONS ON WATER ACCESS ALONG PRIVATE PROPERTIES**
- **POTENTIAL FOR EXPANDED SOCIAL AND RECREATIONAL DESTINATION AT SANDERS BEACH PARK**
- **ACTIVE BOATING AND WATER-BASED RECREATION**

James Lima Planning + Development

# REGIONAL ANALYSIS

# The Economics of Placemaking

**Capital** Follows Talent.  
Talent Follows **Place.**

***What is the human experience of place?***

***What makes us choose the places we return to again and again?***



**Animating  
Public Life**

**Loops,  
Rewards,  
Perches**

**Connection  
and  
Belonging**

**Connect** assets to each other.

**Create** vibrant communities.

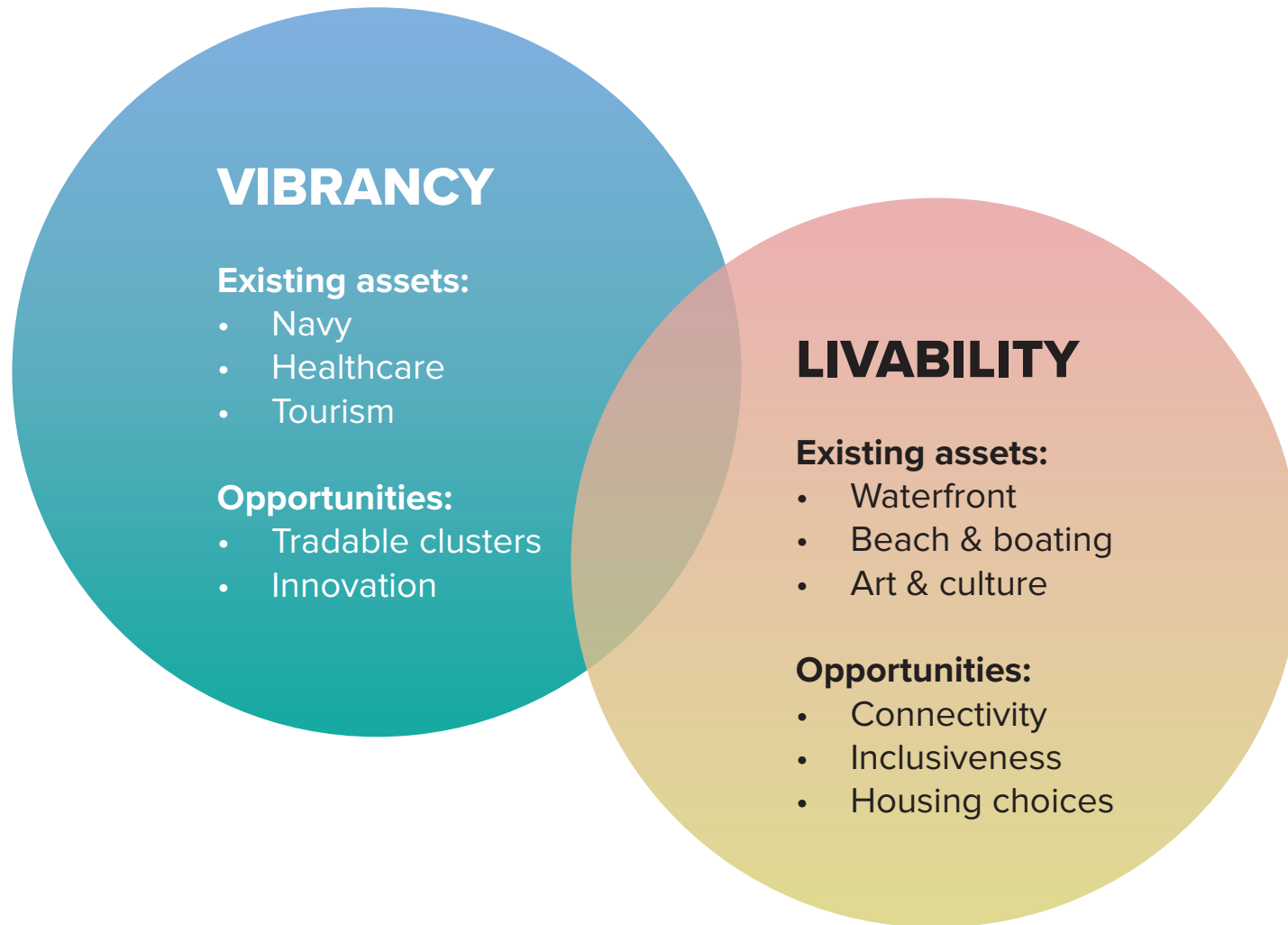
**Unlock** real estate value.

**Capture** value created.

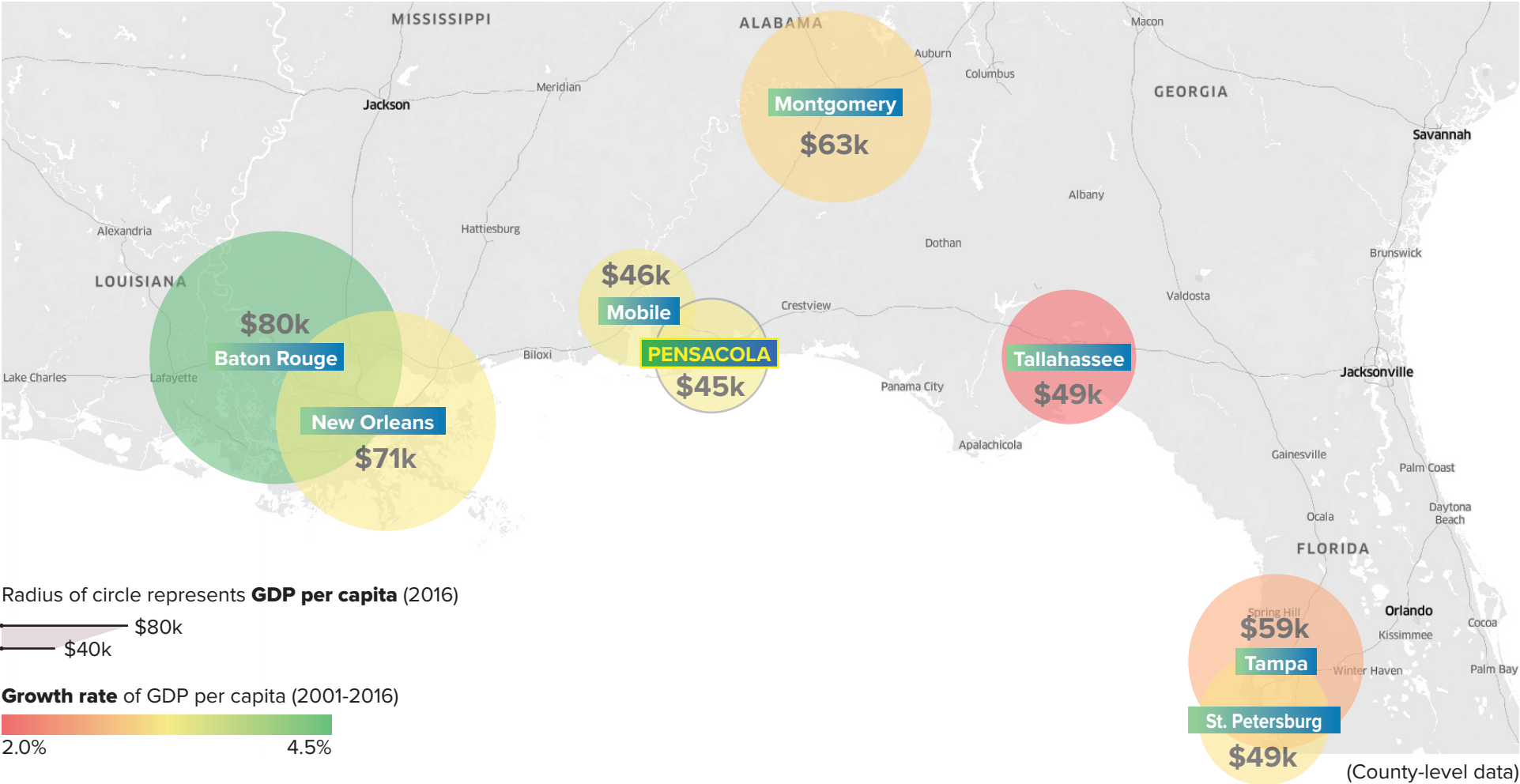
**Redirect** captured value to achieve goals.



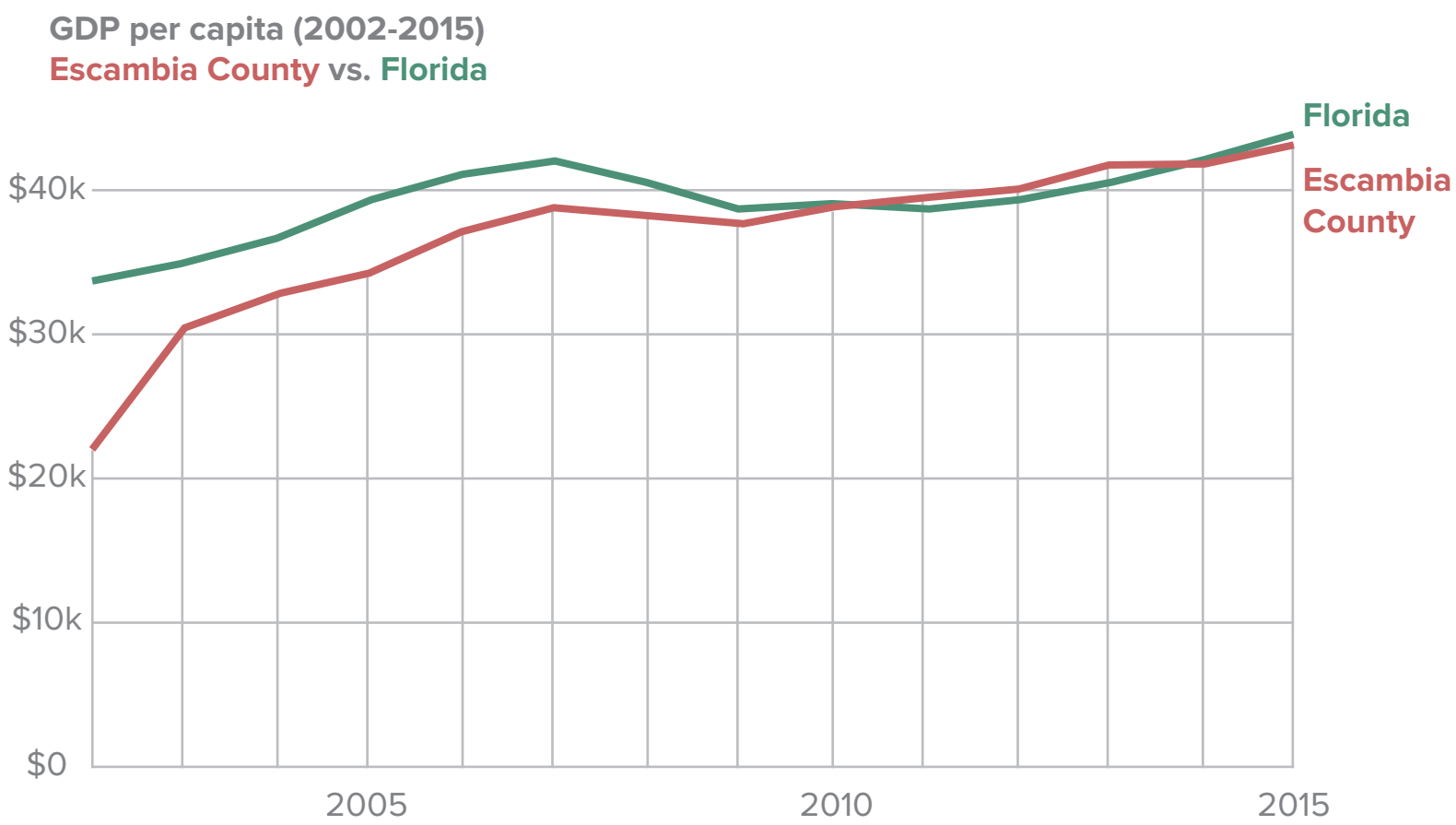
**Pensacola has opportunities to increase employment, diversify the economy, and attract and retain talents.**



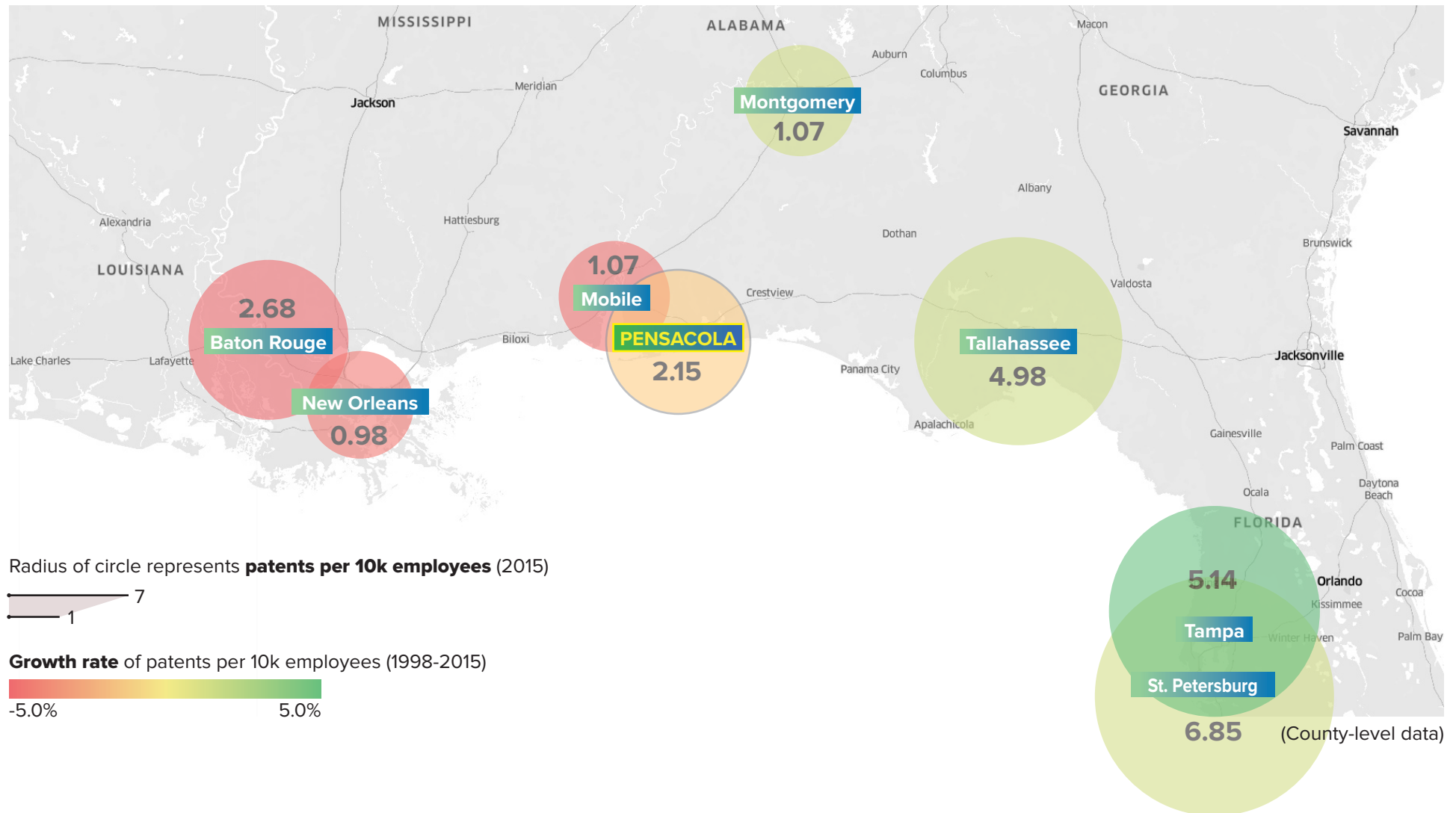
Surrounded by competitive players in the region,  
Pensacola experienced average growth in productivity.



# Can Pensacola drive further growth after the convergence with State average?



**In terms of innovation, Pensacola is underperforming.  
Other cities in Florida can potentially provide learning opportunities and spillovers.**

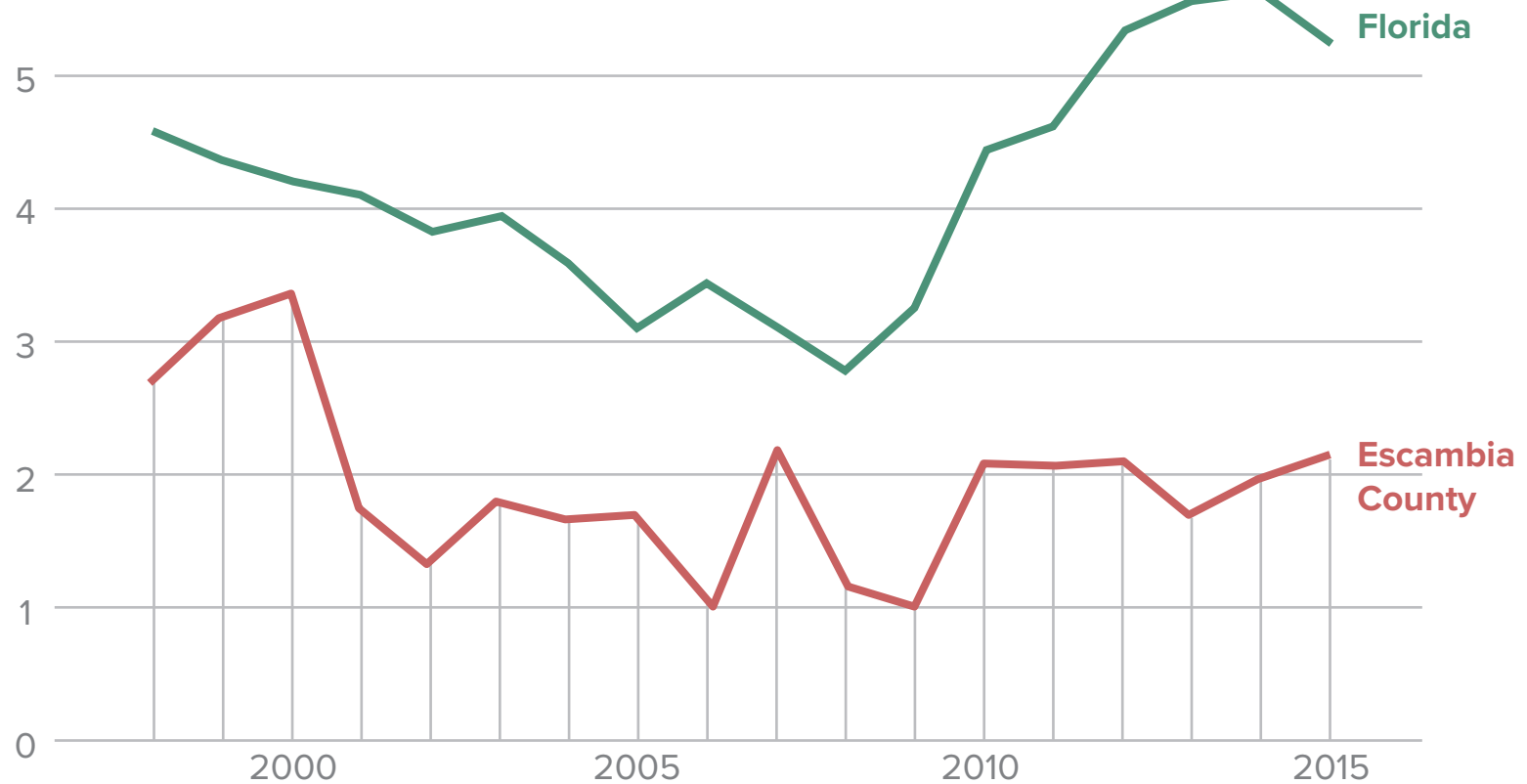


Data source: U.S. Patent and Trademark Office.

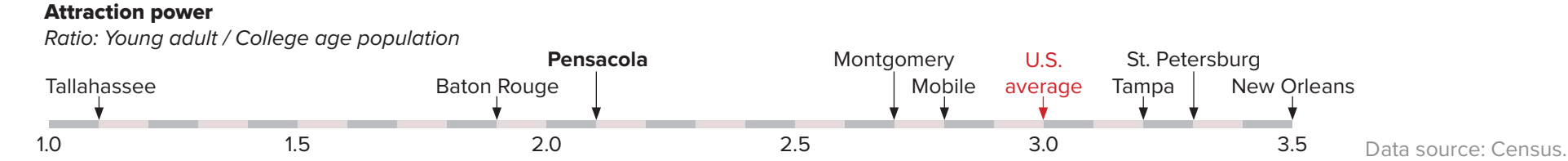
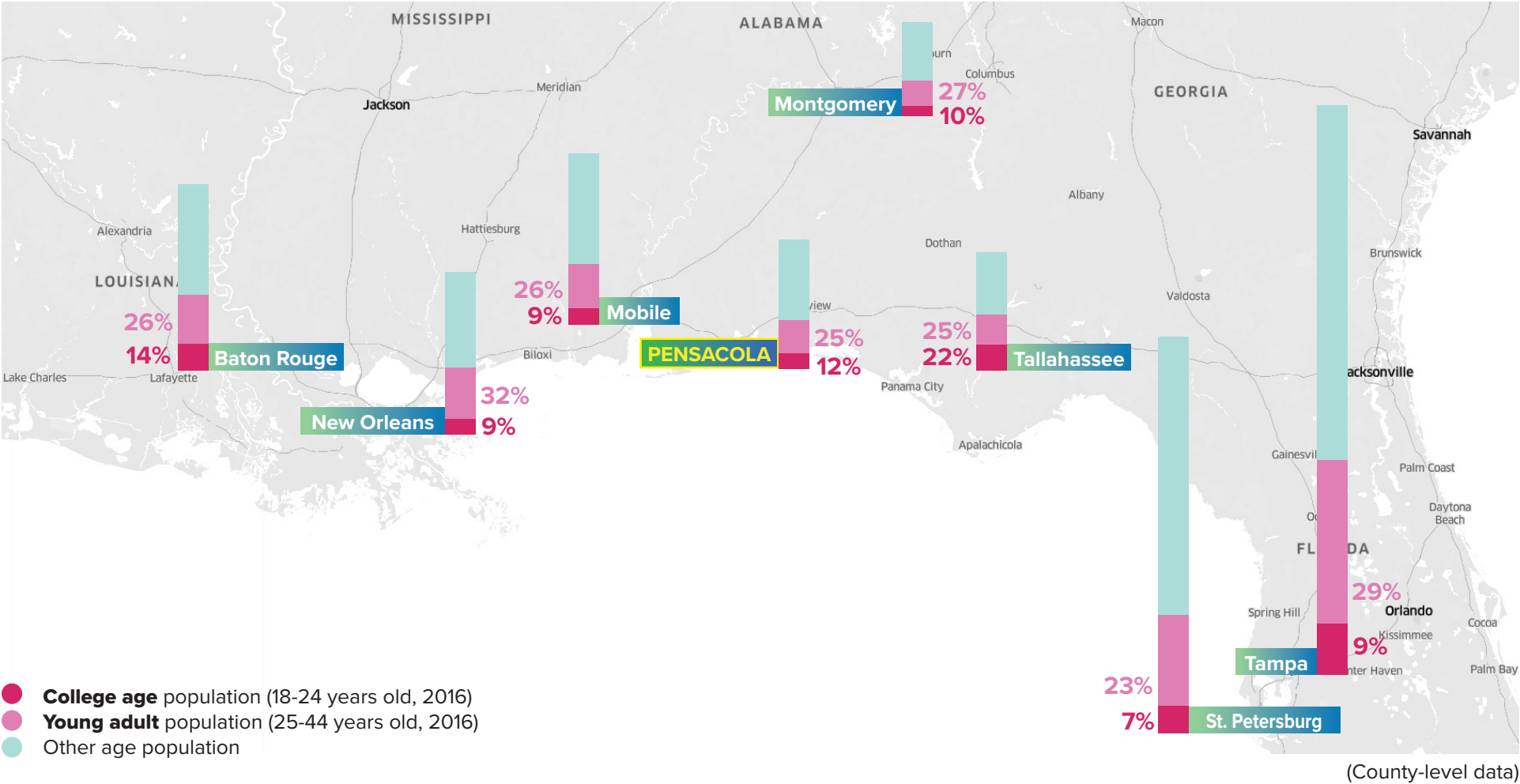
**Historically, Pensacola's innovation economy has been relatively weak.  
More targeted push might be needed.**

Number of patents per 10k employees (1998-2015)

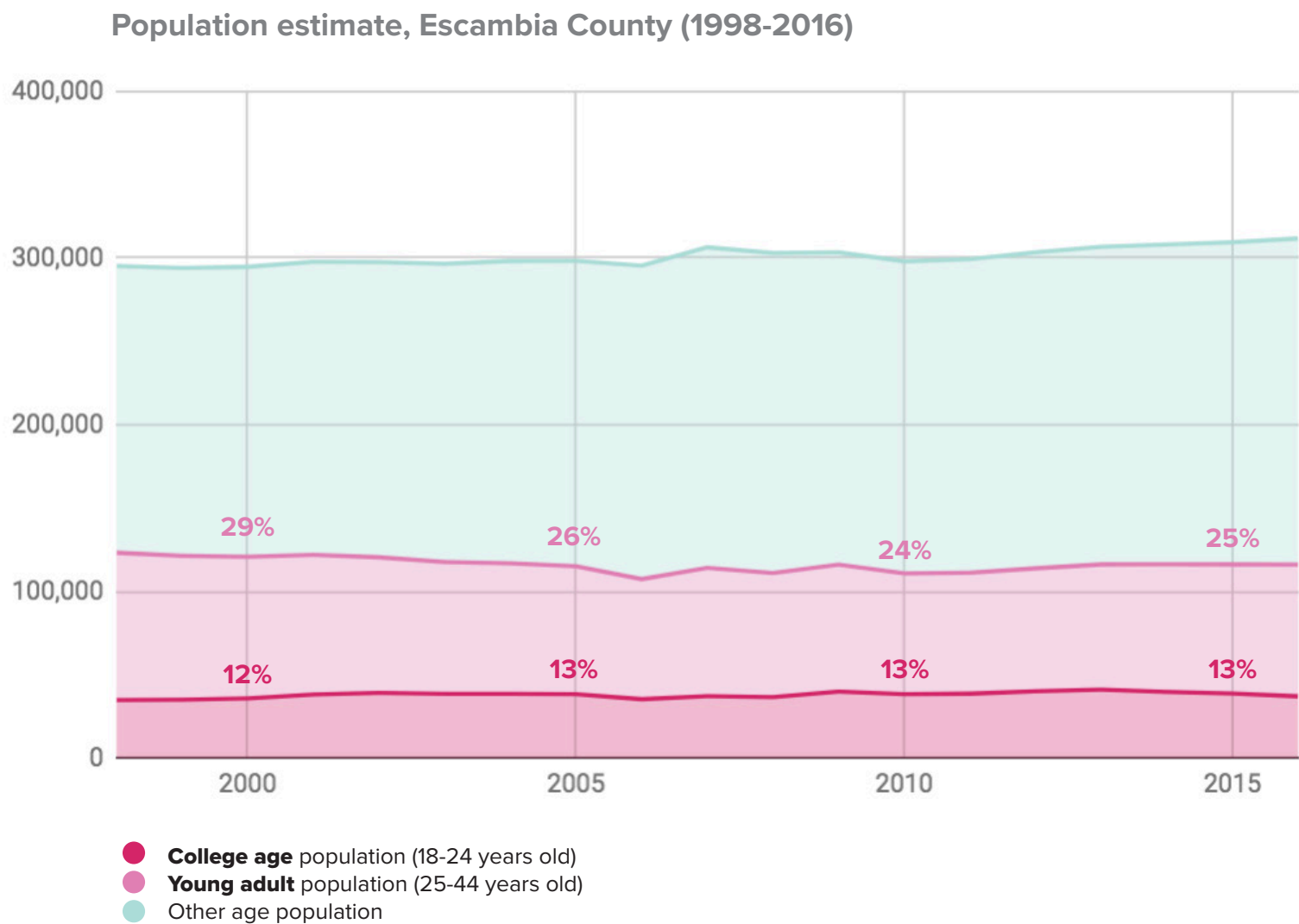
**Escambia County** vs. **Florida**



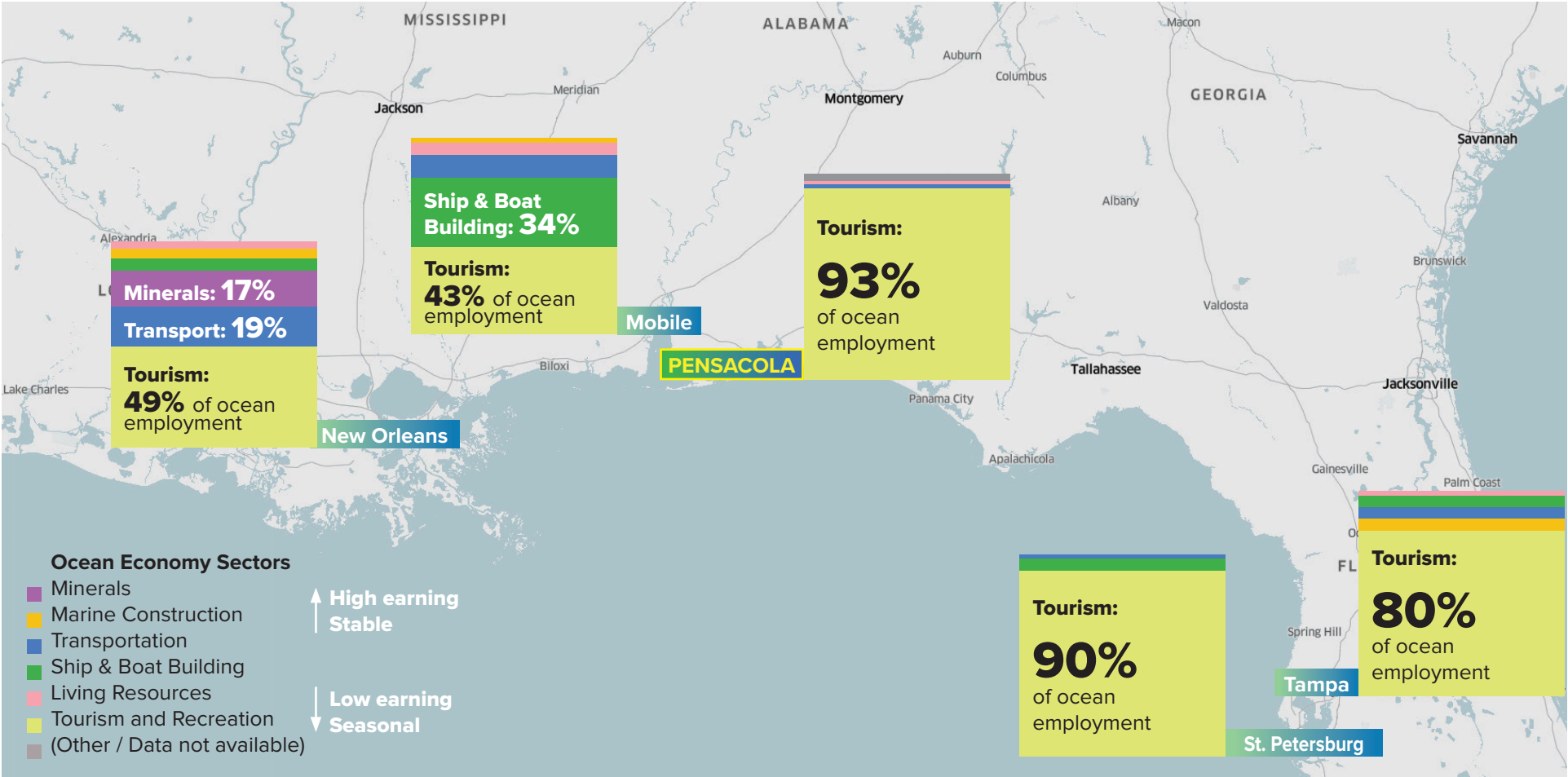
# Pensacola has high concentration of college students, but the city underperforms in retaining graduates and attracting young adults.



The share of young adults in Pensacola declined by 15% from 1998 to 2016.

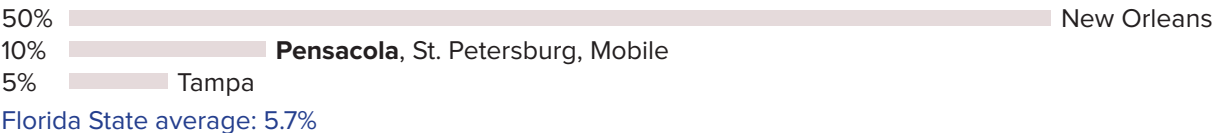


**Pensacola’s economy is more dependent on the ocean than the State average. The city should keep harnessing the economic benefit of tourism and recreation, while looking for ways to further diversify its ocean economy.**



(County-level data)

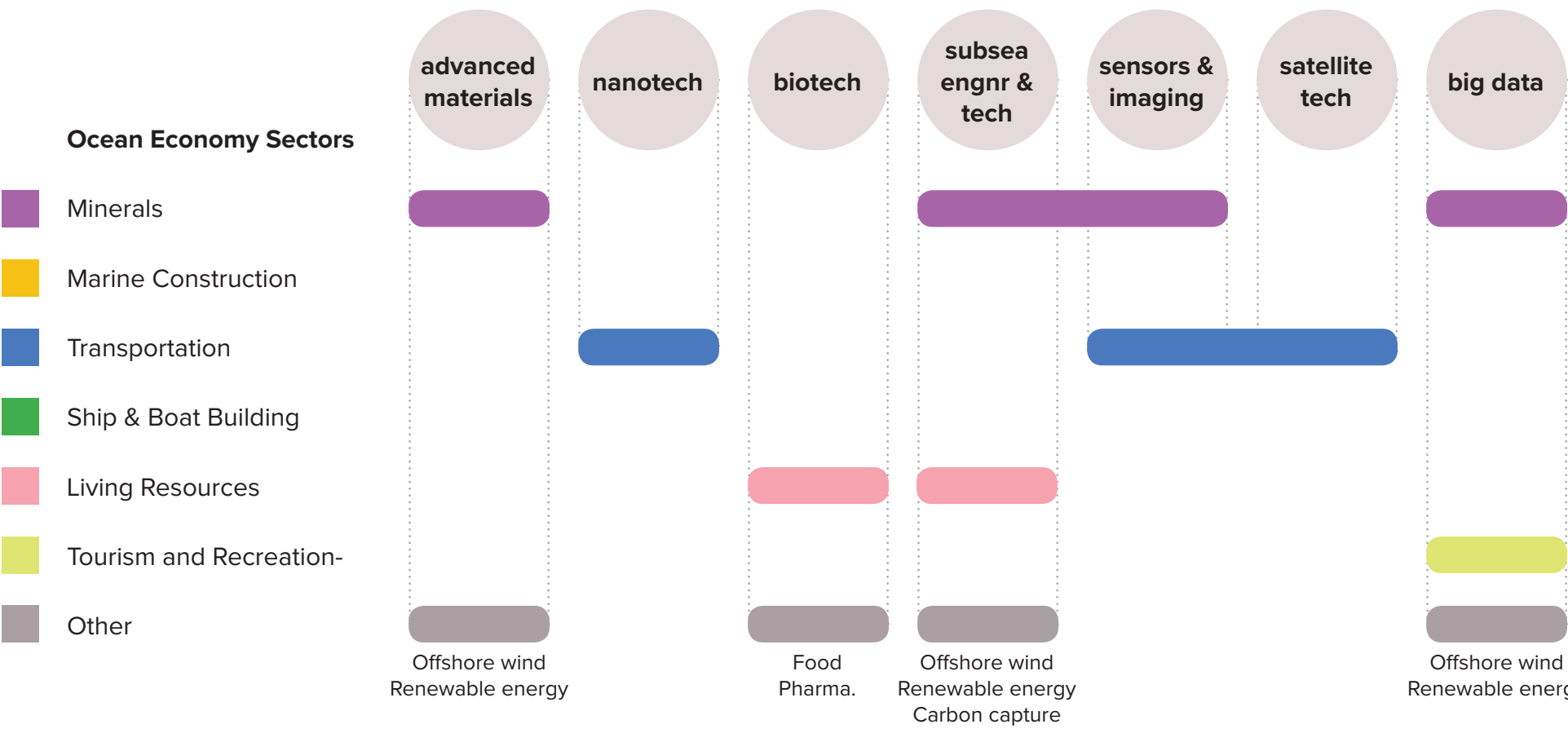
**Ocean Economy Employment as a Percentage of Total Employment**



Data source: National Ocean Economics Program.



**Businesses and research institutions should promote advanced technologies across different sectors and disciplines.**

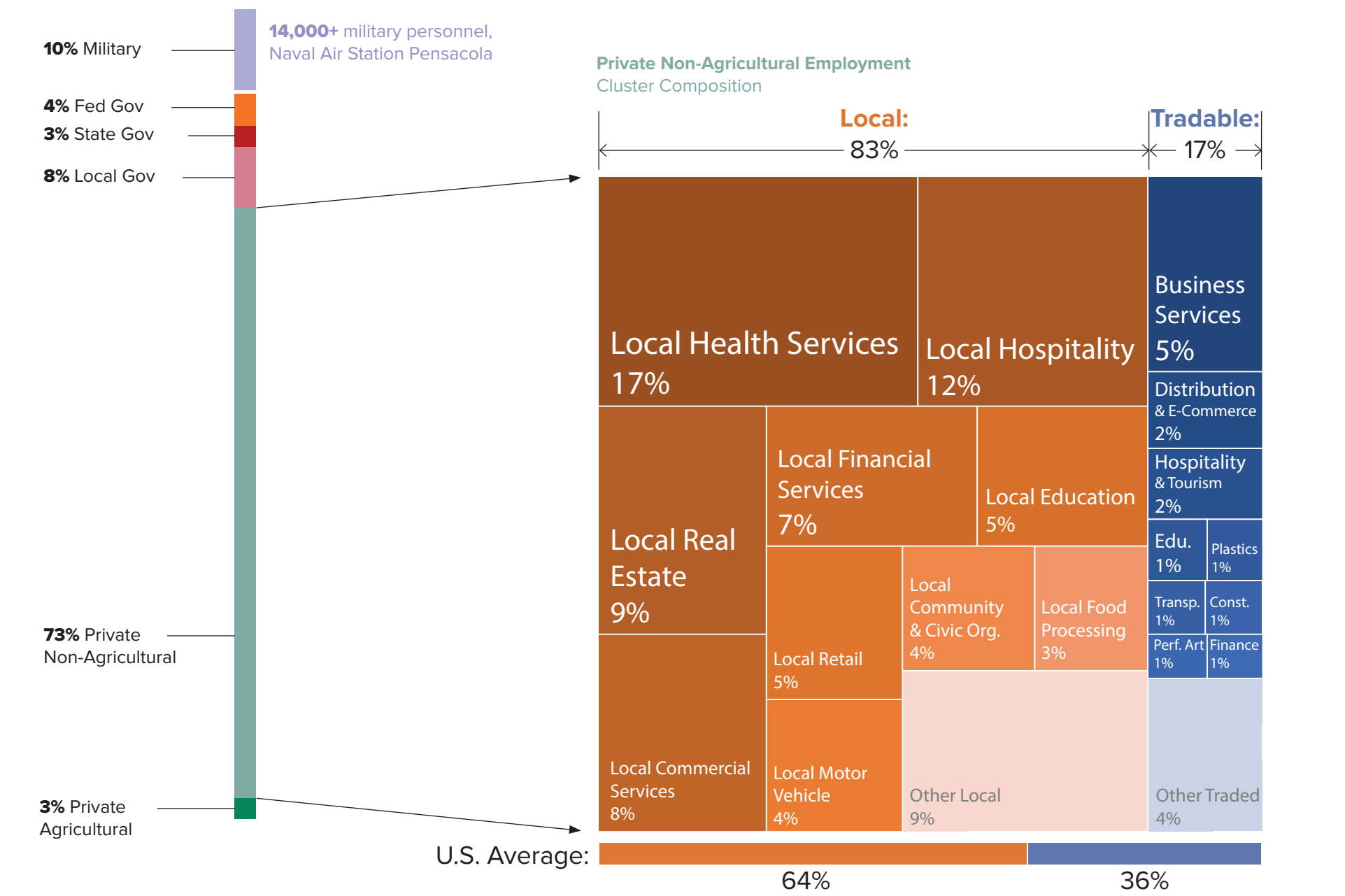


Source: OECD, "The Ocean Economy in 2030" (2016).

**James Lima Planning + Development**

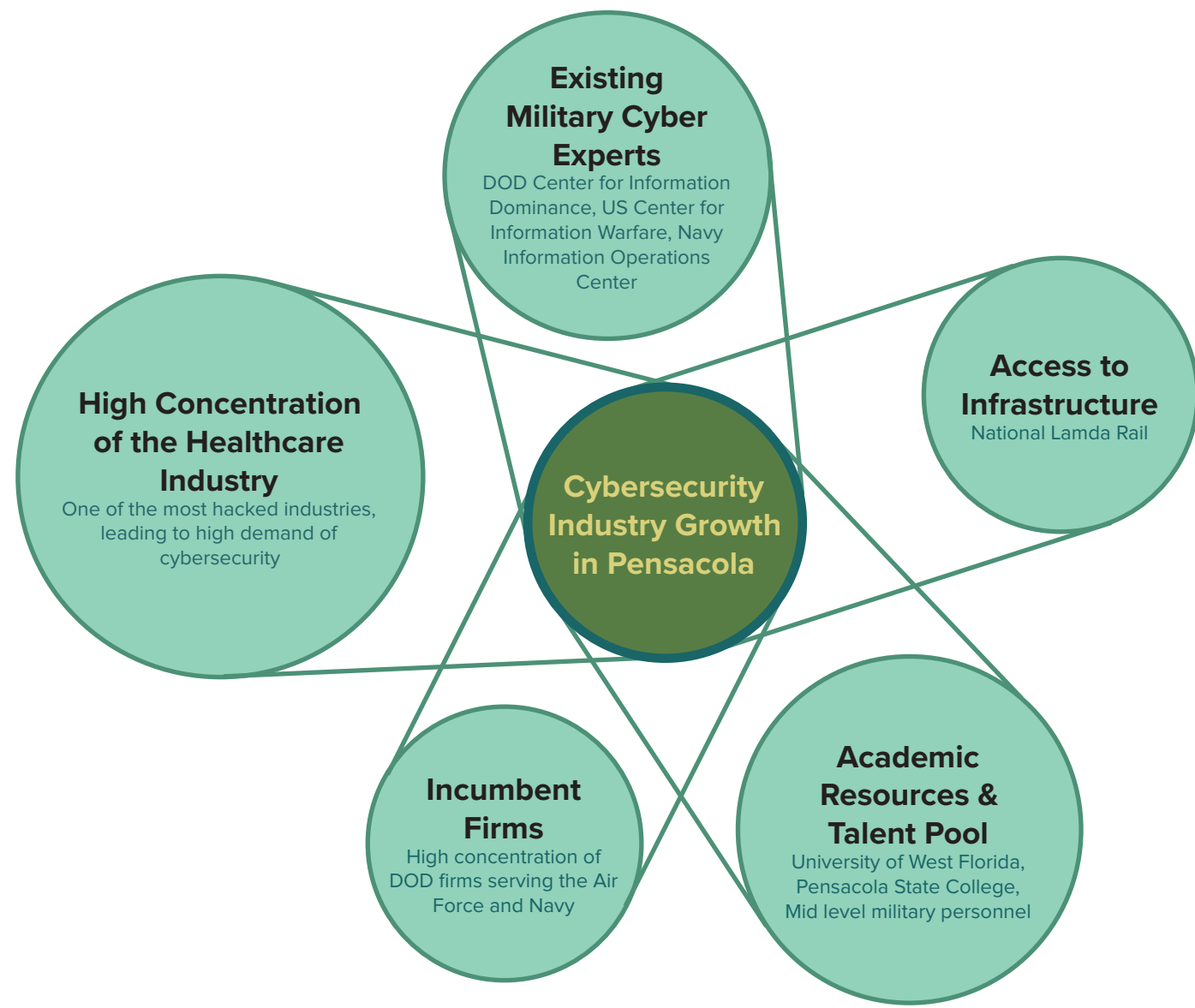
# **CITY ANALYSIS**

**PENSACOLA LOCAL ECONOMIC SNAPSHOT**  
**(Active Military Duty + Civilian Employment)**



Data source: U.S. Bureau of Labor Statistics; U.S. Cluster Mapping (county-level data).  
Military OneSource - Department of Defense (Naval Air Station Pensacola).

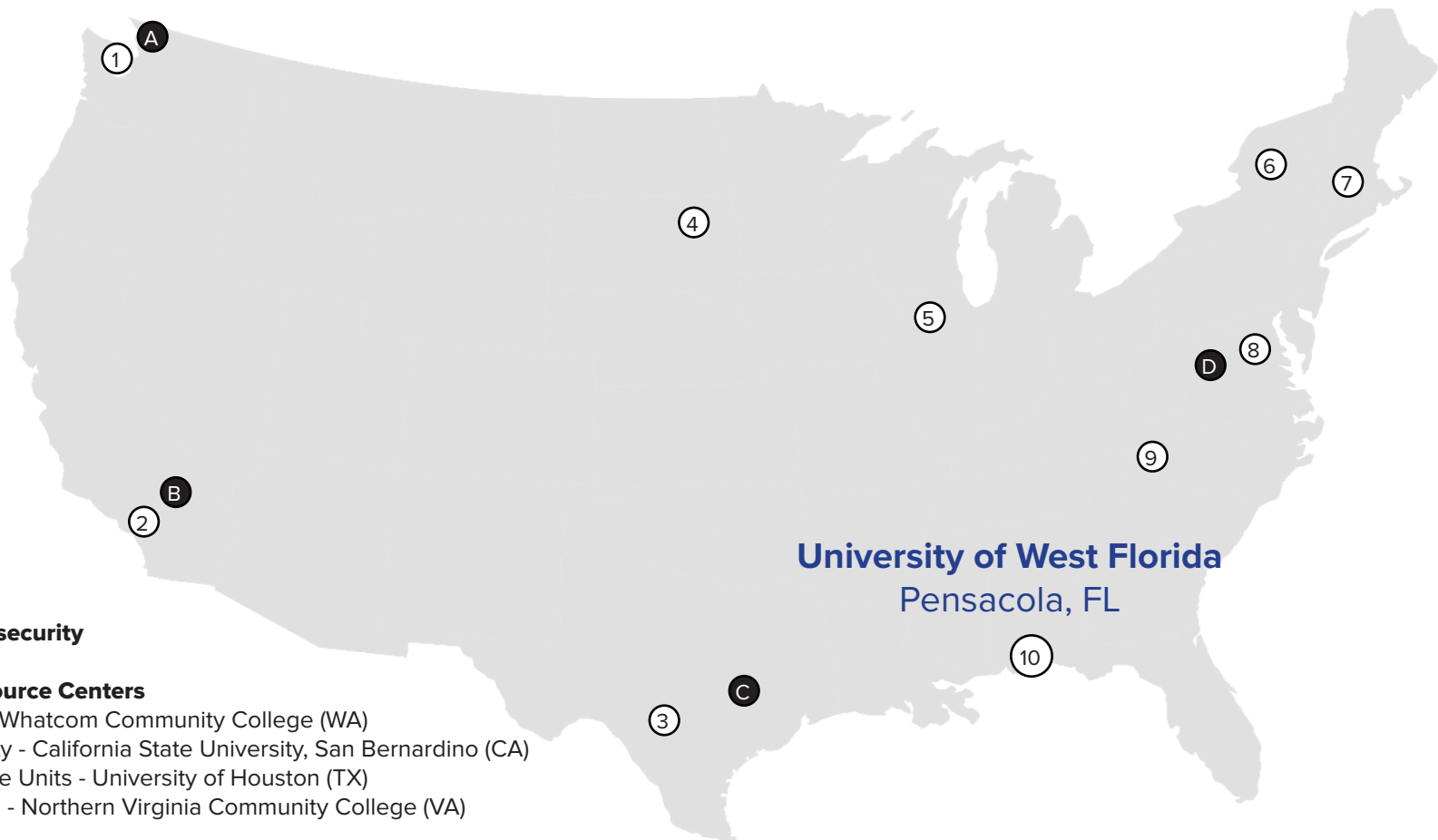
**Cybersecurity, a growing industry, can thrive in Pensacola and provide innovation and economic opportunities to the region.**





# NSA / DHS NATIONAL CENTERS OF ACADEMIC EXCELLENCE (CAE) IN CYBERSECURITY

## University of West Florida is the Regional Resource Center for the Southeast



### CAE in Cybersecurity

#### National Resource Centers

- A. Mentors - Whatcom Community College (WA)
- B. Community - California State University, San Bernardino (CA)
- C. Knowledge Units - University of Houston (TX)
- D. Reviewers - Northern Virginia Community College (VA)

#### Regional Resource Centers

- 1. North Western – University of Washington (WA)
- 2. South Western - Coastline Community College (CA)
- 3. South Central - San Antonio College (TX)
- 4. North Central - Dakota State University (SD)
- 5. Mid-Western - Moraine Valley Community College (IL)
- 6. North Eastern - Mohawk Valley Community College (NY)
- 7. North Eastern - Northeast University (MA)
- 8. National Capital - Prince Georges Community College (MD)
- 9. East Central - Forsyth Tech Community College (NC)
- 10. Southeast - University of West Florida (FL)

## ASSET MAPPING (METRO AREA)

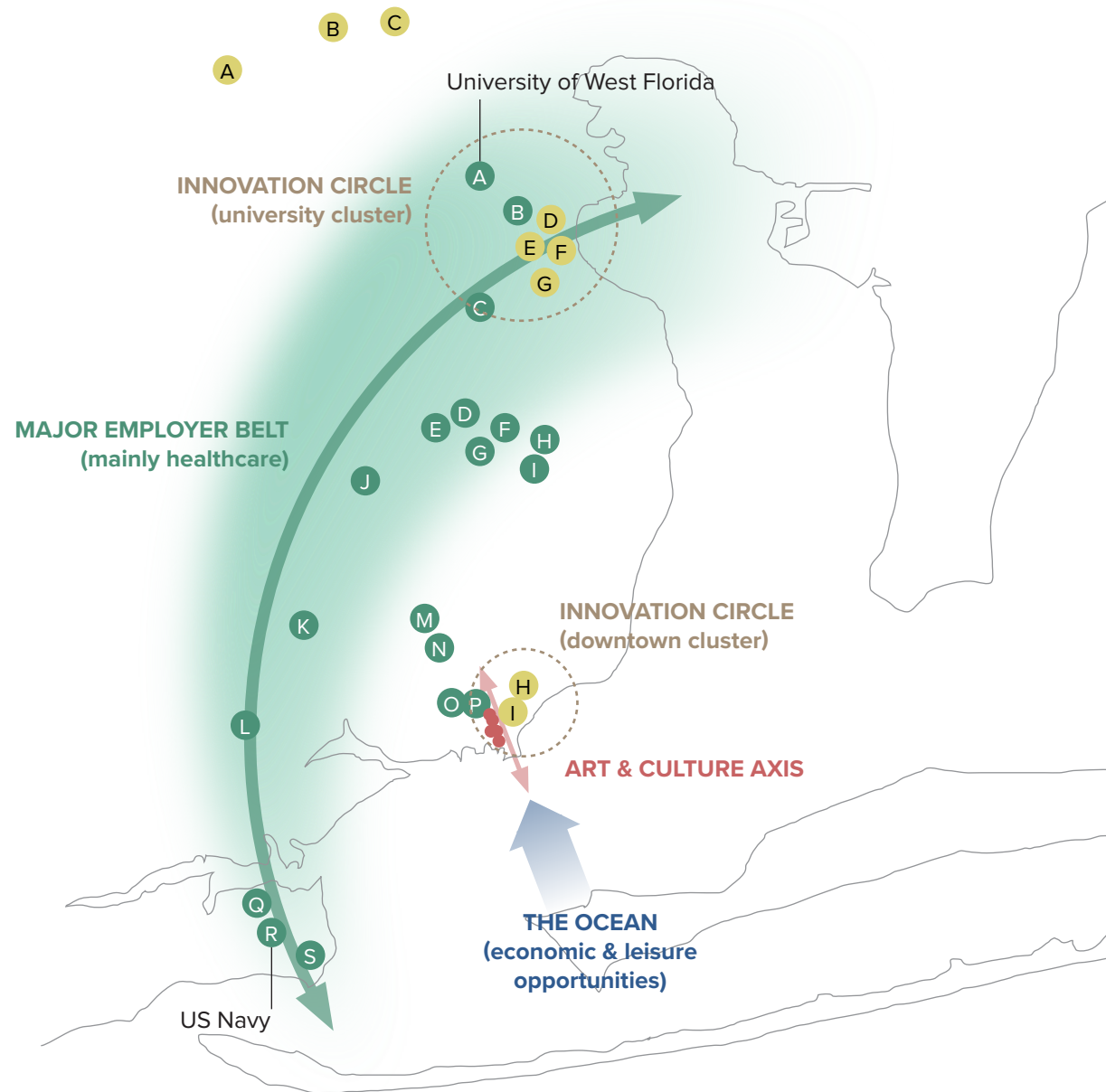
### Major employers

- A. University of West Florida
- B. ACTS Retirement-Life Communities
- C. Medical Center Clinic
- D. Navy Federal Credit Union
- E. Sears
- F. Sacred Heart Health System
- G. Lowe's
- H. Pensacola State College
- I. Gentiva Health
- J. Consulate Health Care
- K. Lowe's
- L. US Navy Exchange
- M. Lakeview Center Incorporated
- N. Baptist Health
- O. Booz Allen Hamilton
- P. Escambia County
- Q. CSRA / General Dynamics IT
- R. US Navy
- S. US Navy Exchange

### Major innovators (based on number of patents)

- A. Verax Technologies
- B. Solutia Inc.
- C. Huntsman Petrochemical Corp.
- D. Homerun Holdings Corp.
- E. QMotion
- F. Wayne-Dalton Corp.
- G. Pall Corp.
- H. Institute for Human and Machine Cognition
- I. Centerpin Technology

### Art and cultural institutions



Data source: Burning Glass / Labor Insight; Visit Pensacola.

# ASSET MAPPING (DOWNTOWN)

R

## Major employers

- A. Booz Allen Hamilton
- B. Escambia County

## Major innovators (based on number of patents)

- C. Institute for Human and Machine Cognition
- D. Centerpin Technology

## Art and cultural institutions

- E. Vinyl Music Hall
- F. Blue Morning Gallery
- G. Pensacola Opera
- H. Saenger Theatre
- I. Artel Gallery
- J. Voices of Pensacola Multicultural Center
- K. T.T. Wentworth Jr. Florida State Museum
- L. Pensacola Children's Museum
- M. Pensacola Museum of Art
- N. Ballet Pensacola

O. Pensacola Little Theatre

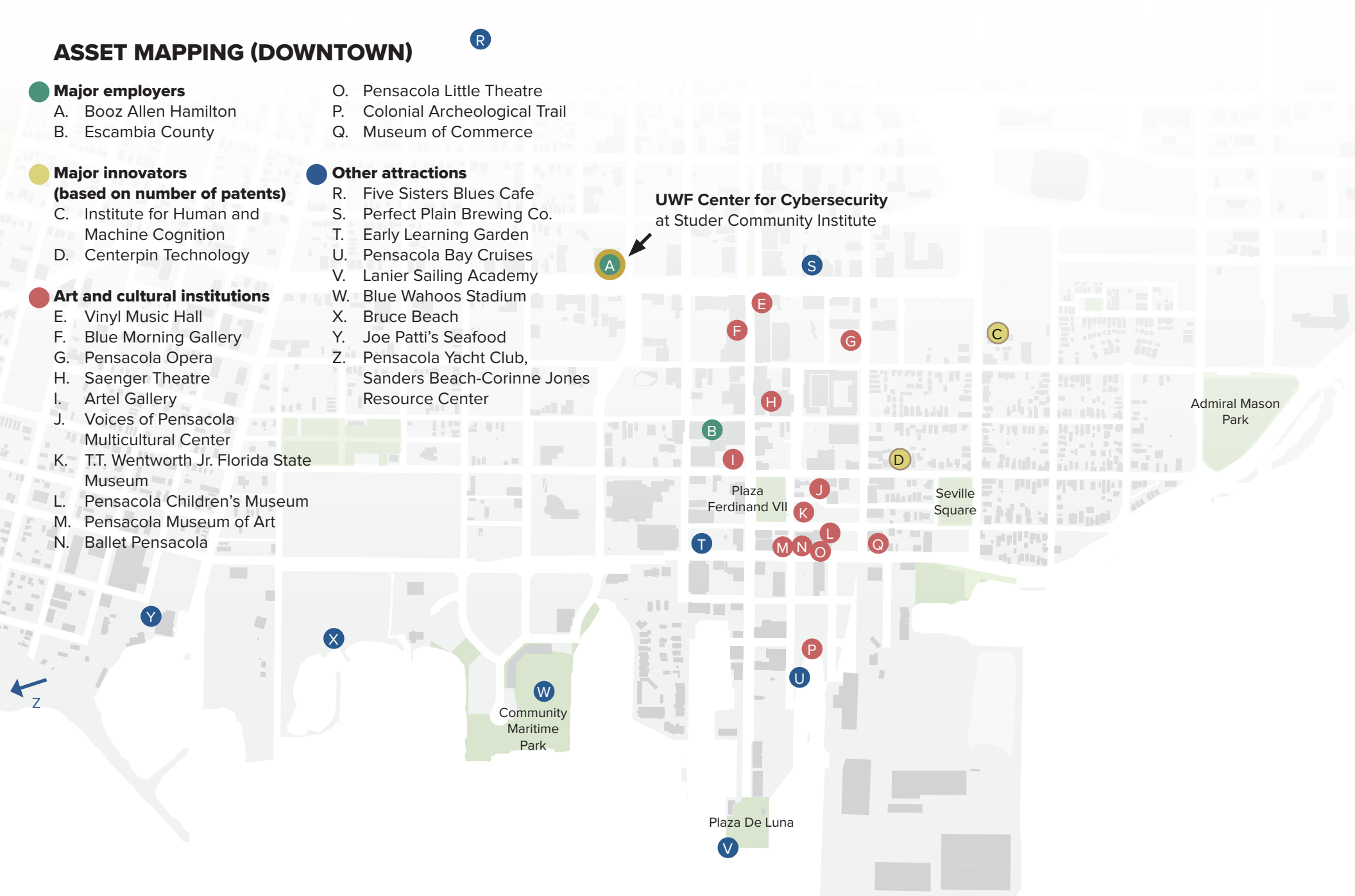
P. Colonial Archeological Trail

Q. Museum of Commerce

## Other attractions

- R. Five Sisters Blues Cafe
- S. Perfect Plain Brewing Co.
- T. Early Learning Garden
- U. Pensacola Bay Cruises
- V. Lanier Sailing Academy
- W. Blue Wahoos Stadium
- X. Bruce Beach
- Y. Joe Patti's Seafood
- Z. Pensacola Yacht Club, Sanders Beach-Corinne Jones Resource Center

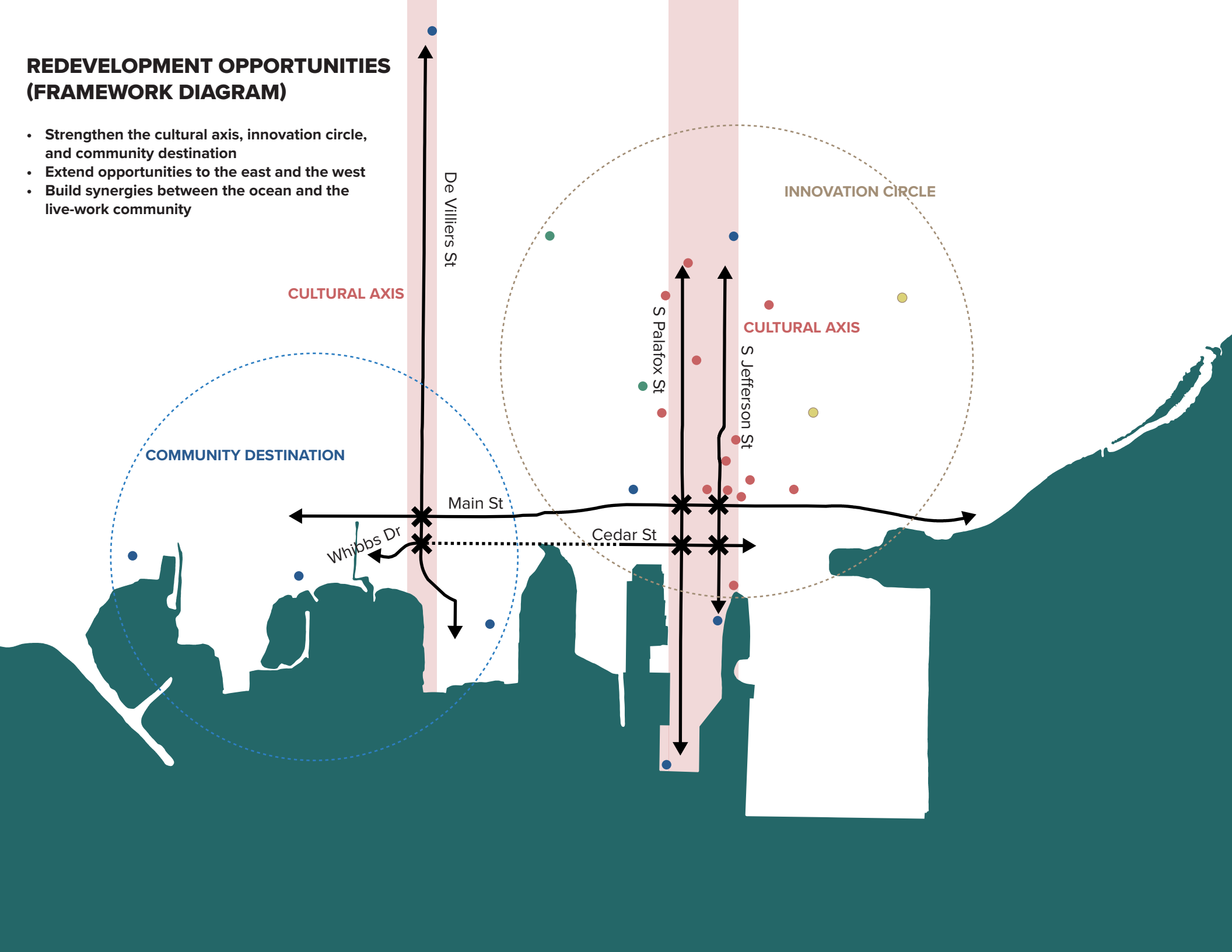
UWF Center for Cybersecurity  
at Studer Community Institute

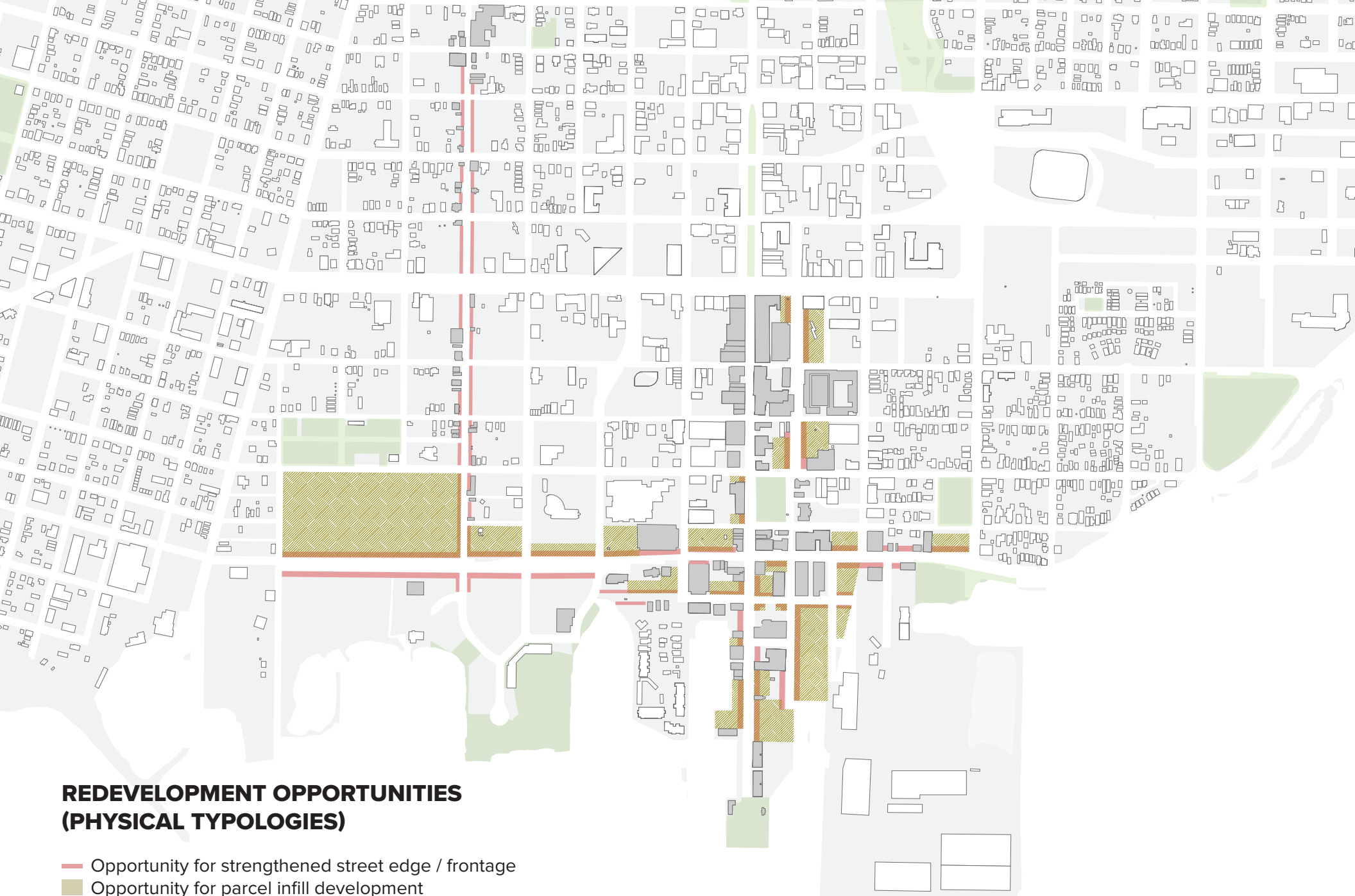




# REDEVELOPMENT OPPORTUNITIES (FRAMEWORK DIAGRAM)

- Strengthen the cultural axis, innovation circle, and community destination
- Extend opportunities to the east and the west
- Build synergies between the ocean and the live-work community





**REDEVELOPMENT OPPORTUNITIES  
(PHYSICAL TYPOLOGIES)**

- Opportunity for strengthened street edge / frontage
- Opportunity for parcel infill development
- Existing building block along street edge
- Existing park and open space

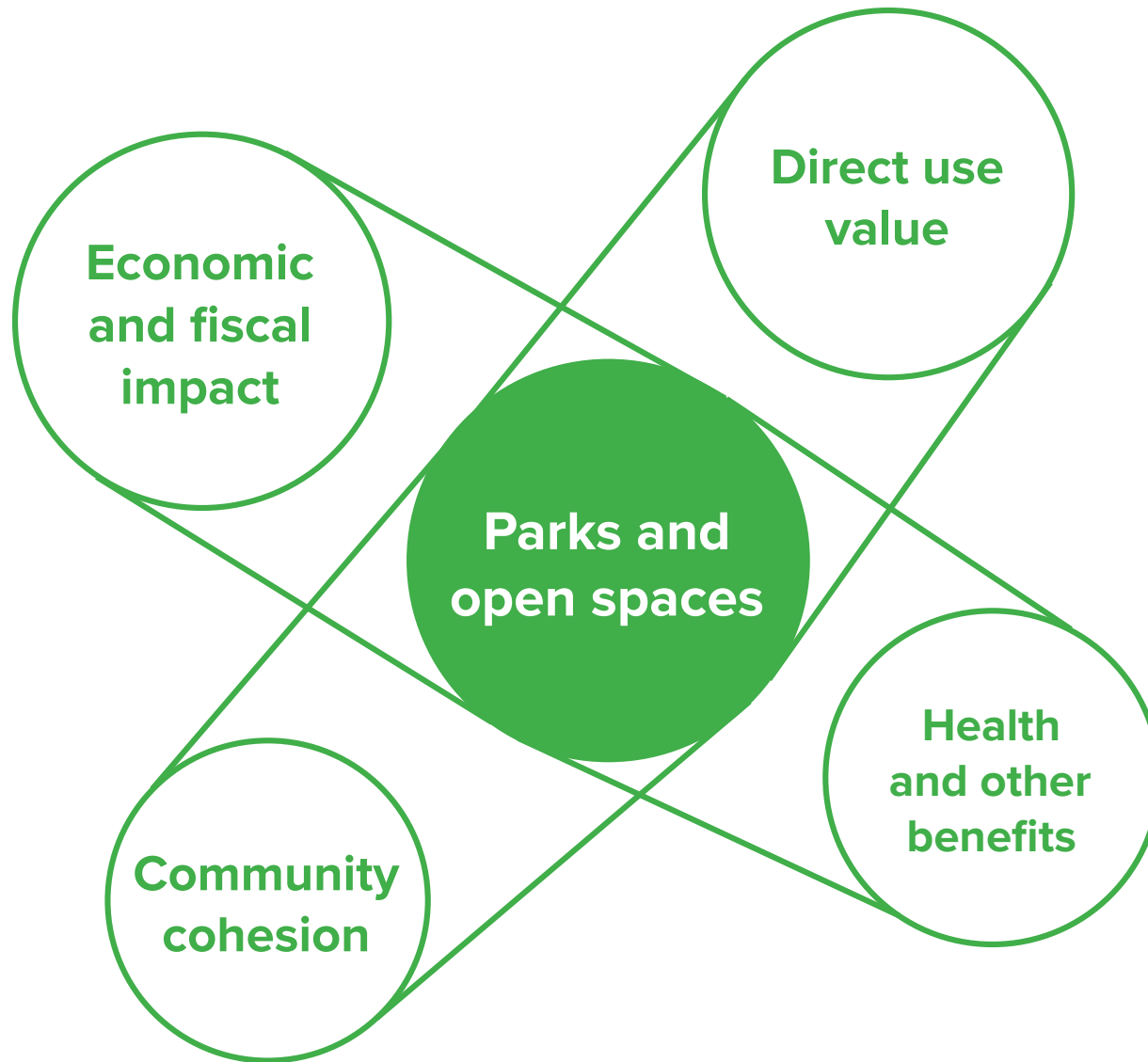


**REDEVELOPMENT OPPORTUNITIES  
(PHYSICAL TYPOLOGIES)**

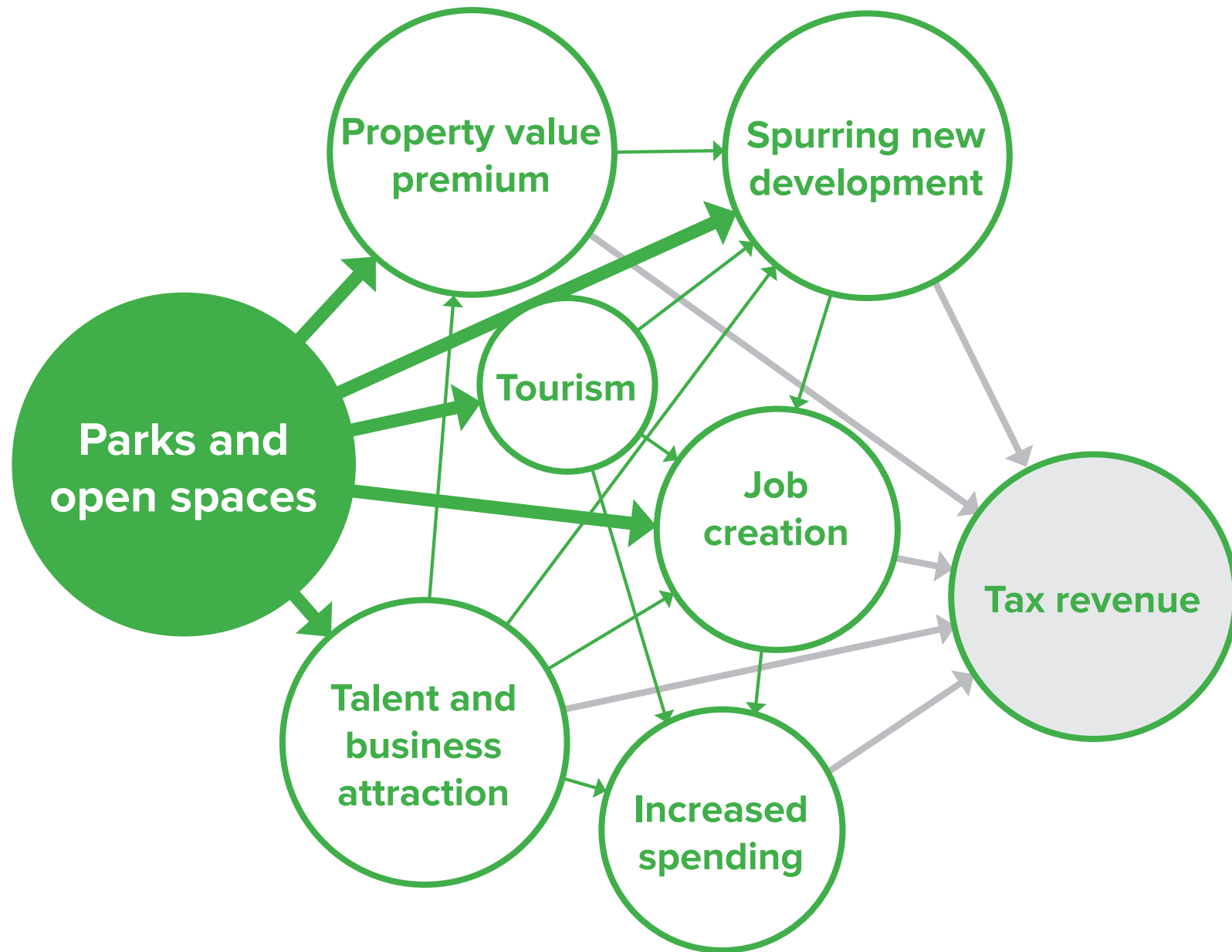
- Opportunity for strengthened street edge / frontage
- Opportunity for parcel infill development
- Existing building block along street edge
- Existing park and open space



**Parks and open spaces provide a path to equitable economic development.**



**The potential impact of parks is not only at the immediate surrounding, but also about factors for the long-term economic revitalization of cities.**



## A PROMISING “INSTAGRAM MOMENT” FOR PENSACOLA



Miniature replica of the historic Panton Leslie House





A PROMISING “INSTAGRAM MOMENT” FOR PENSACOLA

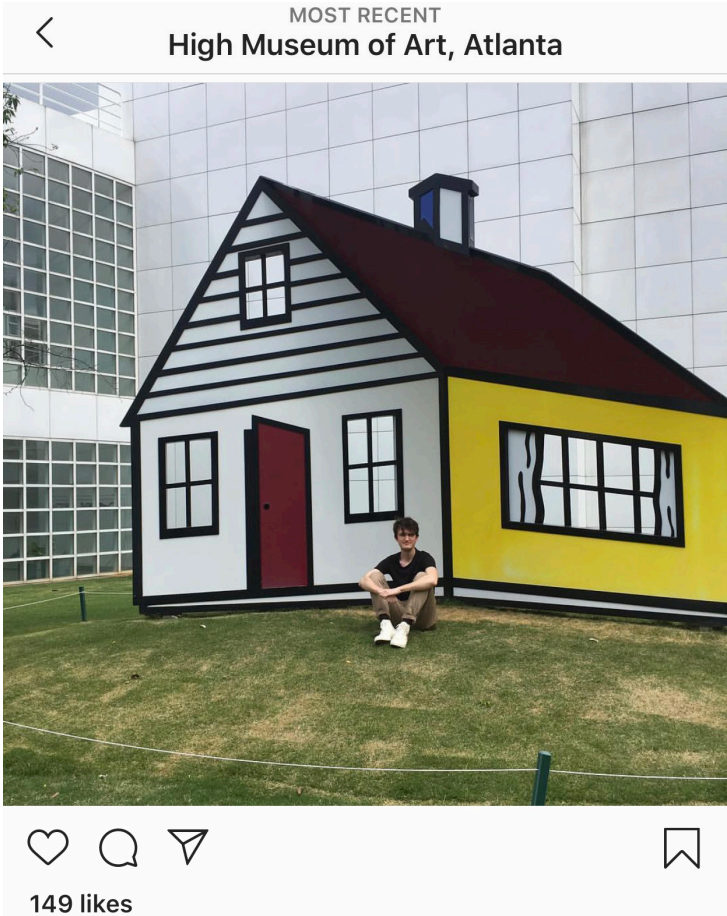


Miniature house



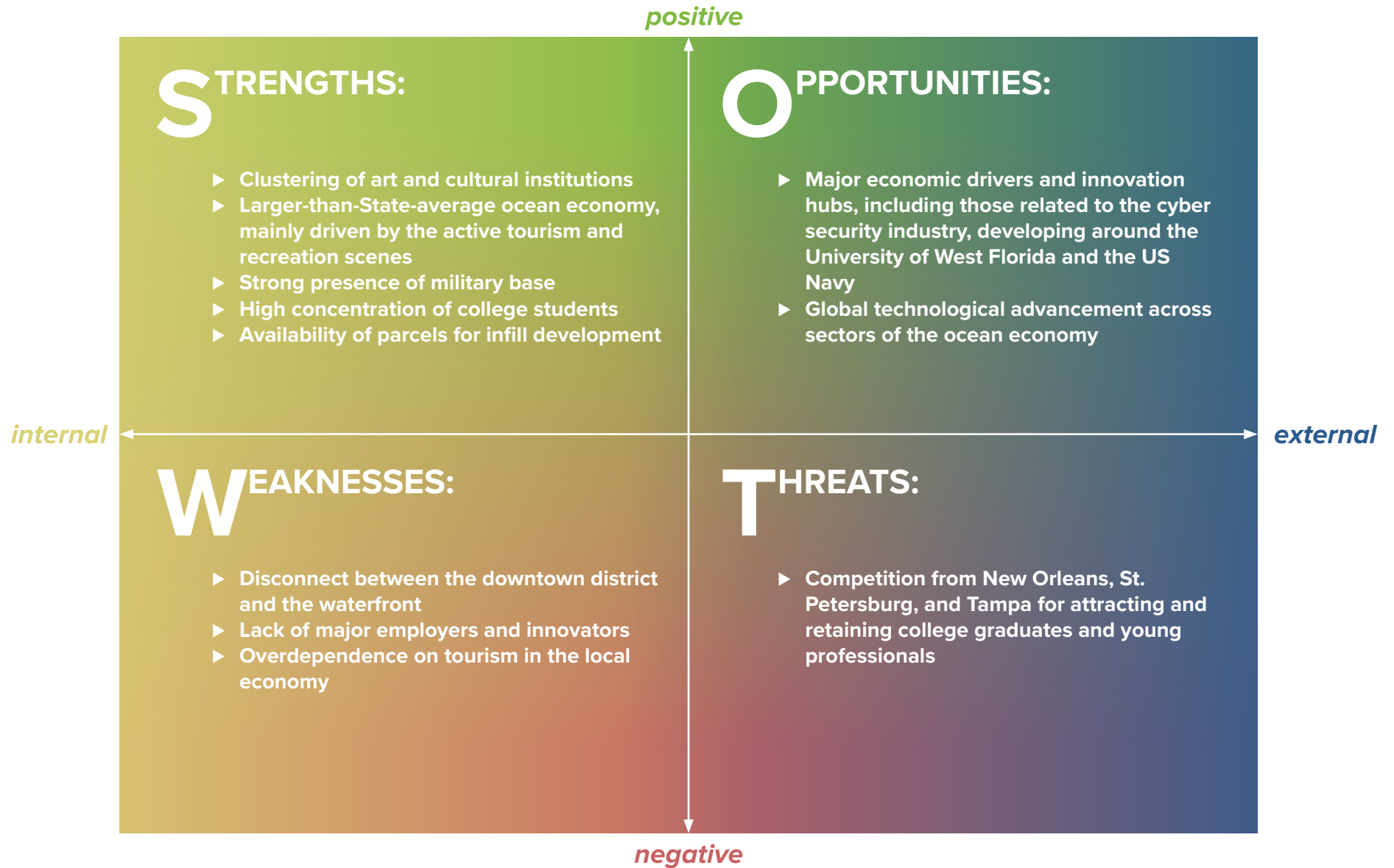


Swiss Pavillion  
at Venice Architectural Biennale



Roy Lichtenstein's House  
at High Museum of Art

## SWOT ANALYSIS







# **WATERFRONT DESIGN**

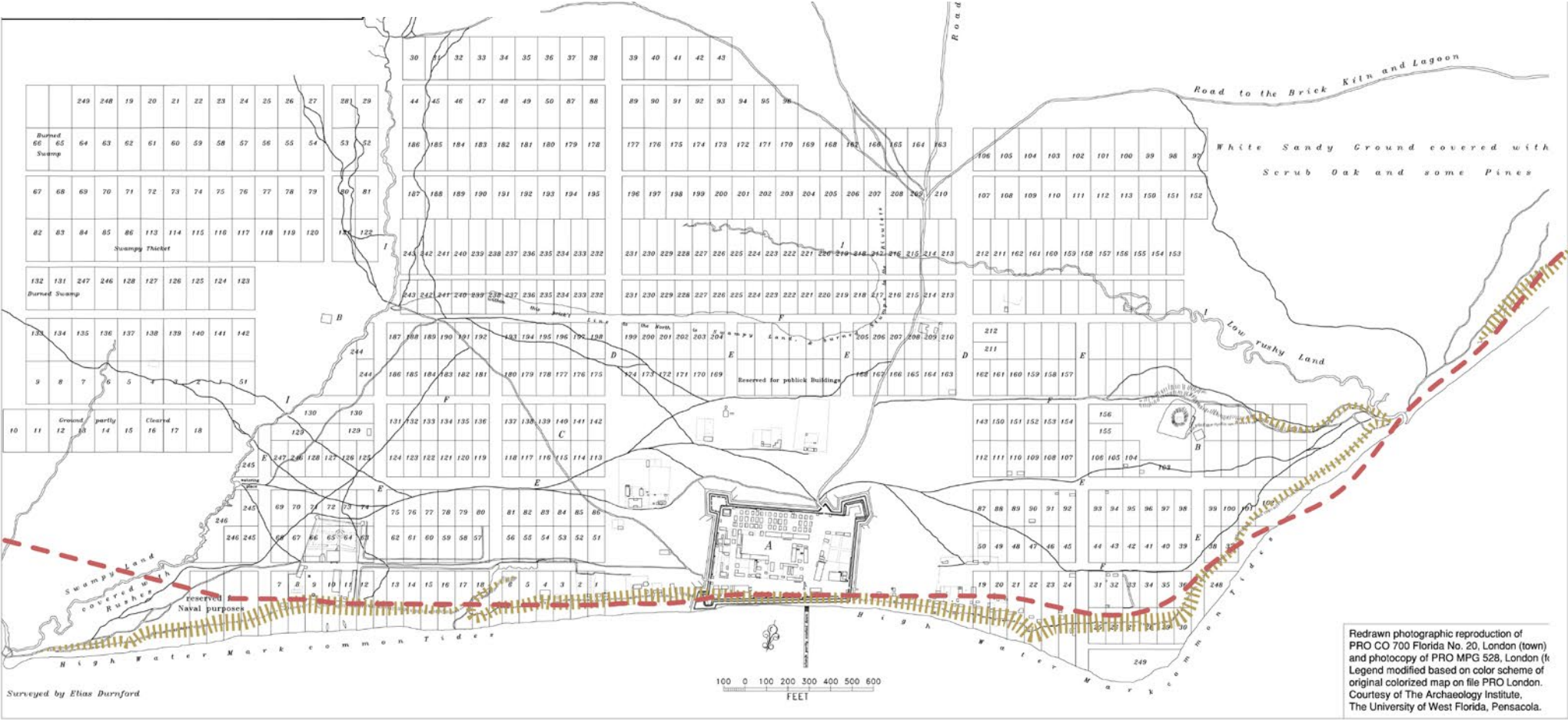
**BEGIN THE WATERFRONT  
EXPERIENCE AT MAIN STREET**



# THE HISTORIC CITY FORMED ALONG THE EDGE OF THE PENSACOLA BLUFFS

MAIN ST.

HISTORIC BLUFF



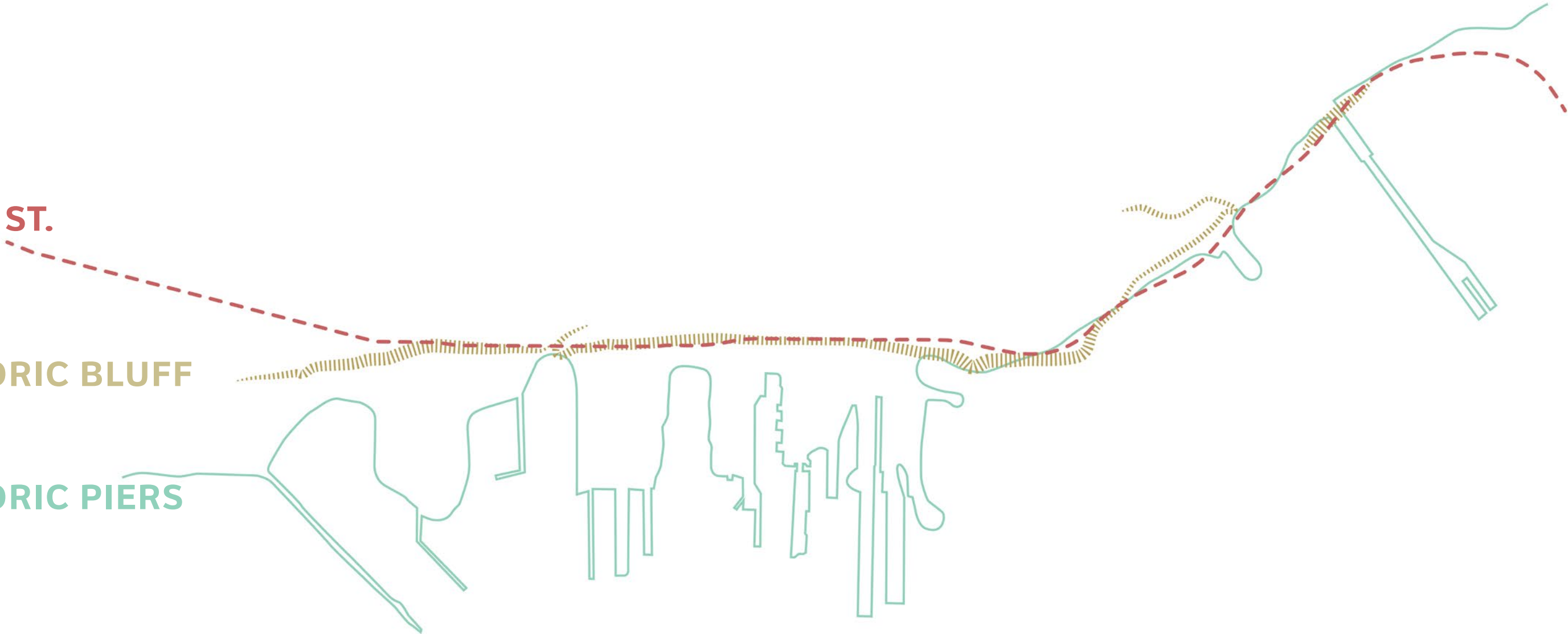
1765 map of pensacola by Elias Durnford

PENSACOLA'S WATERFRONT INDUSTRY EXPANDED  
THE ZONE BETWEEN WATER AND LAND

MAIN ST.

HISTORIC BLUFF

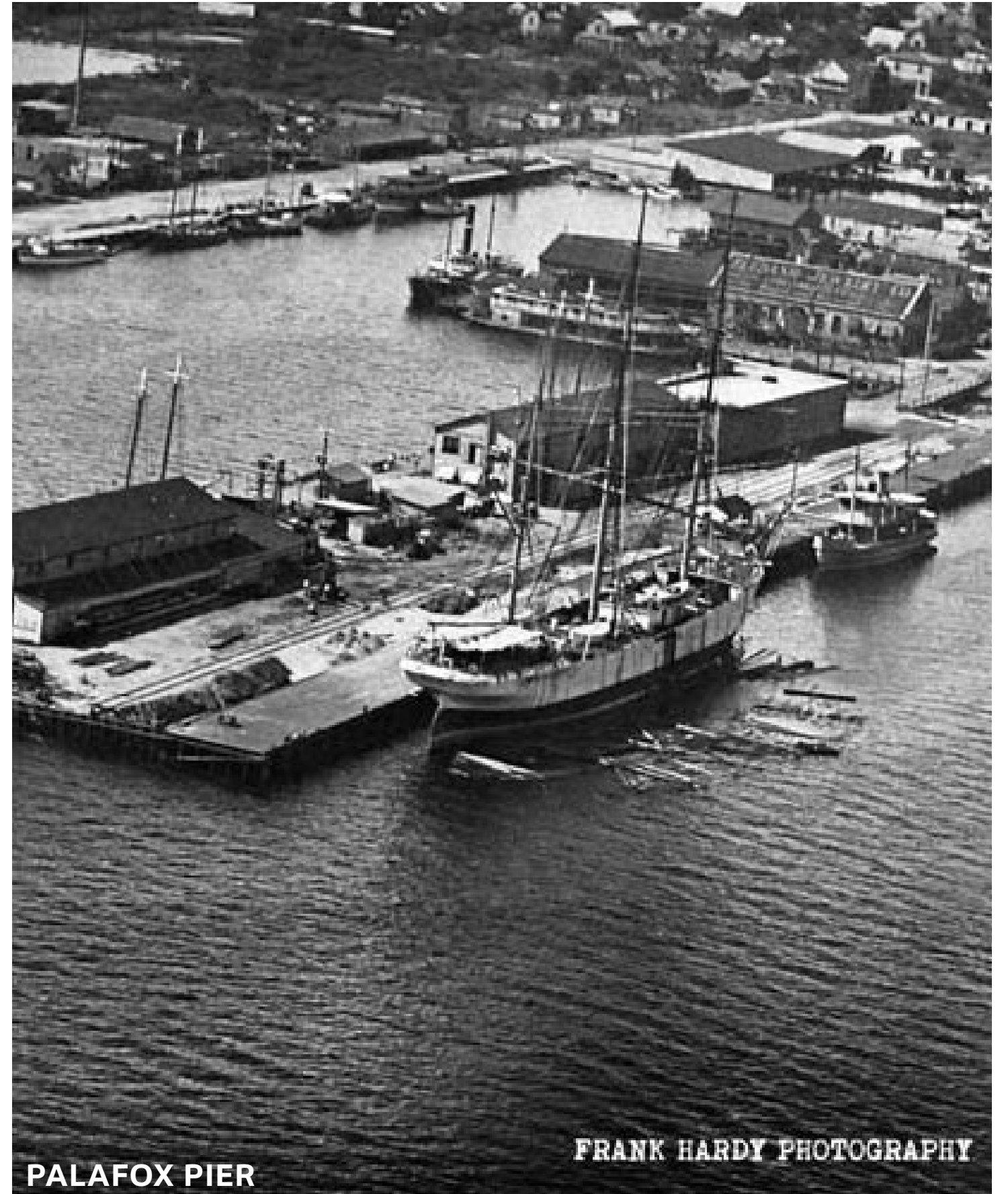
HISTORIC PIERS







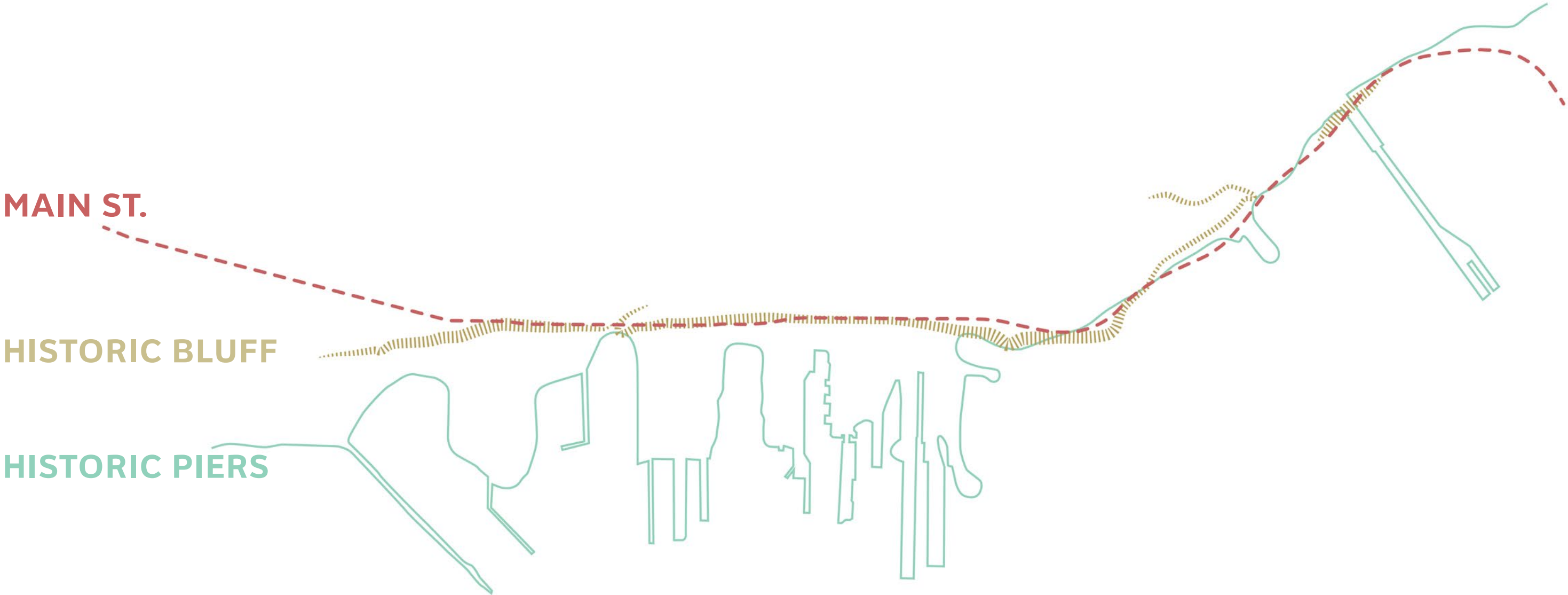
**ESCAMBIA BAY BLUFFS, 1960S**



**PALAFOX PIER**

FRANK HARDY PHOTOGRAPHY

# PENSACOLA'S WATERFRONT INDUSTRY EXPANDED THE ZONE BETWEEN WATER AND LAND



TODAY'S MAIN STREET TRACES THIS HISTORIC EDGE,  
BUT LACKS A STRONG IDENTITY AND IS DOMINATED BY VEHICLES

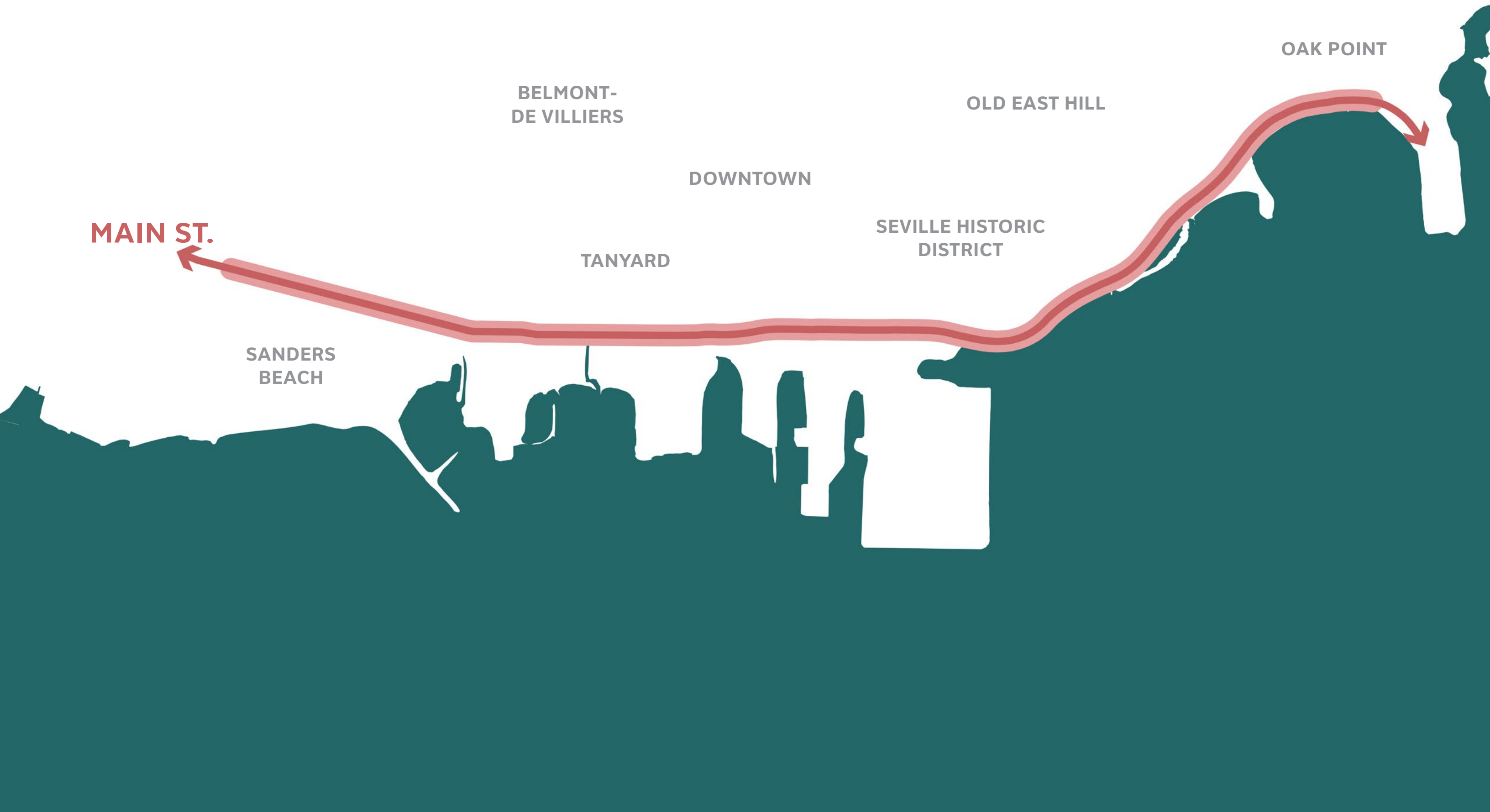




TRANSFORM MAIN STREET INTO A SHARED BAYFRONT  
BOULEVARD FOR PEDESTRIANS, BICYCLISTS, AND VEHICLES



THE BAYFRONT BOULEVARD WILL CONNECT  
DIVERSE AND SEPARATED NEIGHBORHOODS



OAK POINT

OLD EAST HILL

DOWNTOWN

SEVILLE HISTORIC  
DISTRICT

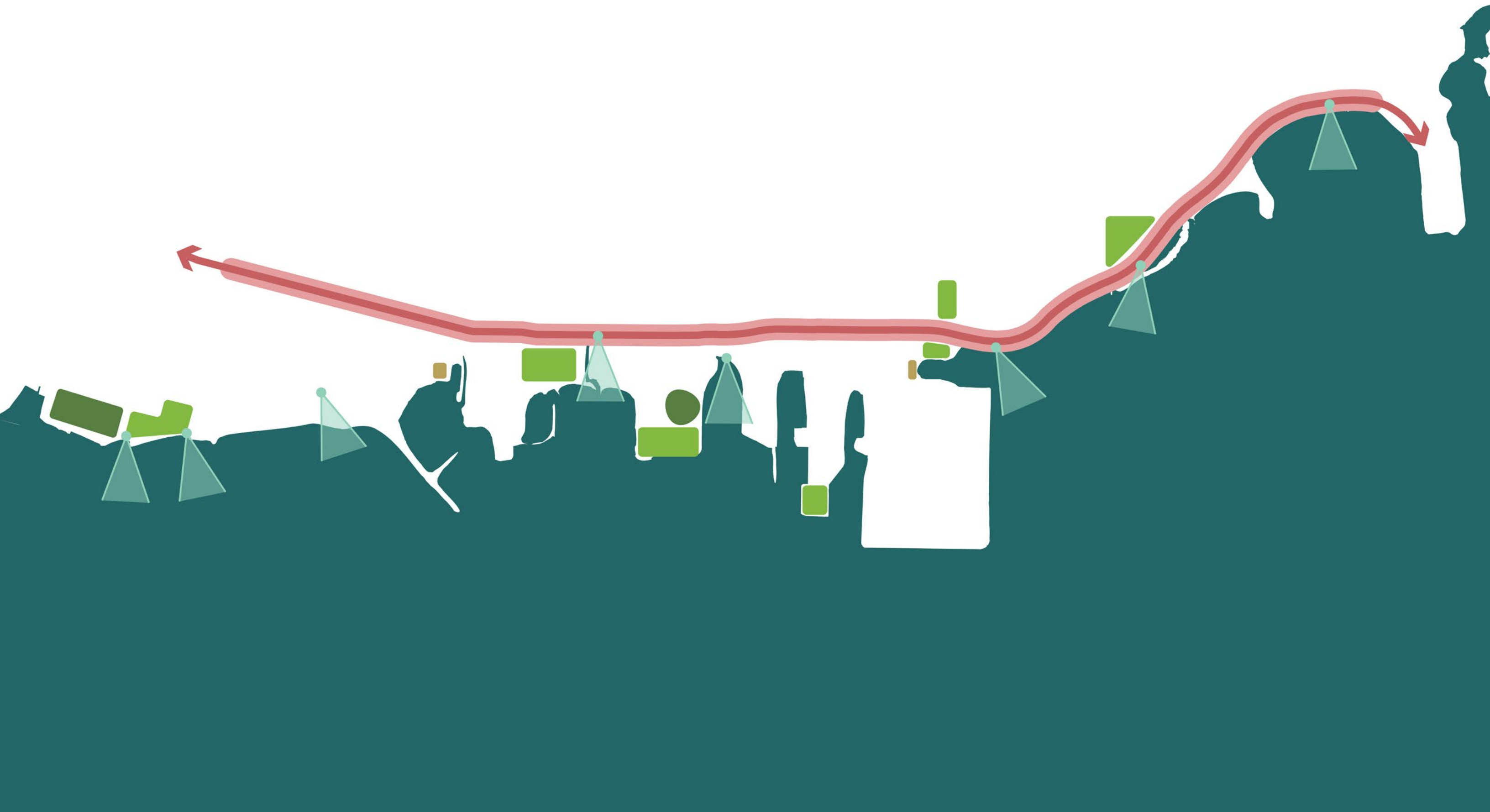
TANYARD

BELMONT-  
DE VILLIERS

SANDERS  
BEACH

MAIN ST.

LINK PENSACOLA'S WATERFRONT DESTINATIONS AND VIEWS





AND PROVIDE THE PUBLIC INFRASTRUCTURE  
FOR FUTURE URBAN DEVELOPMENT



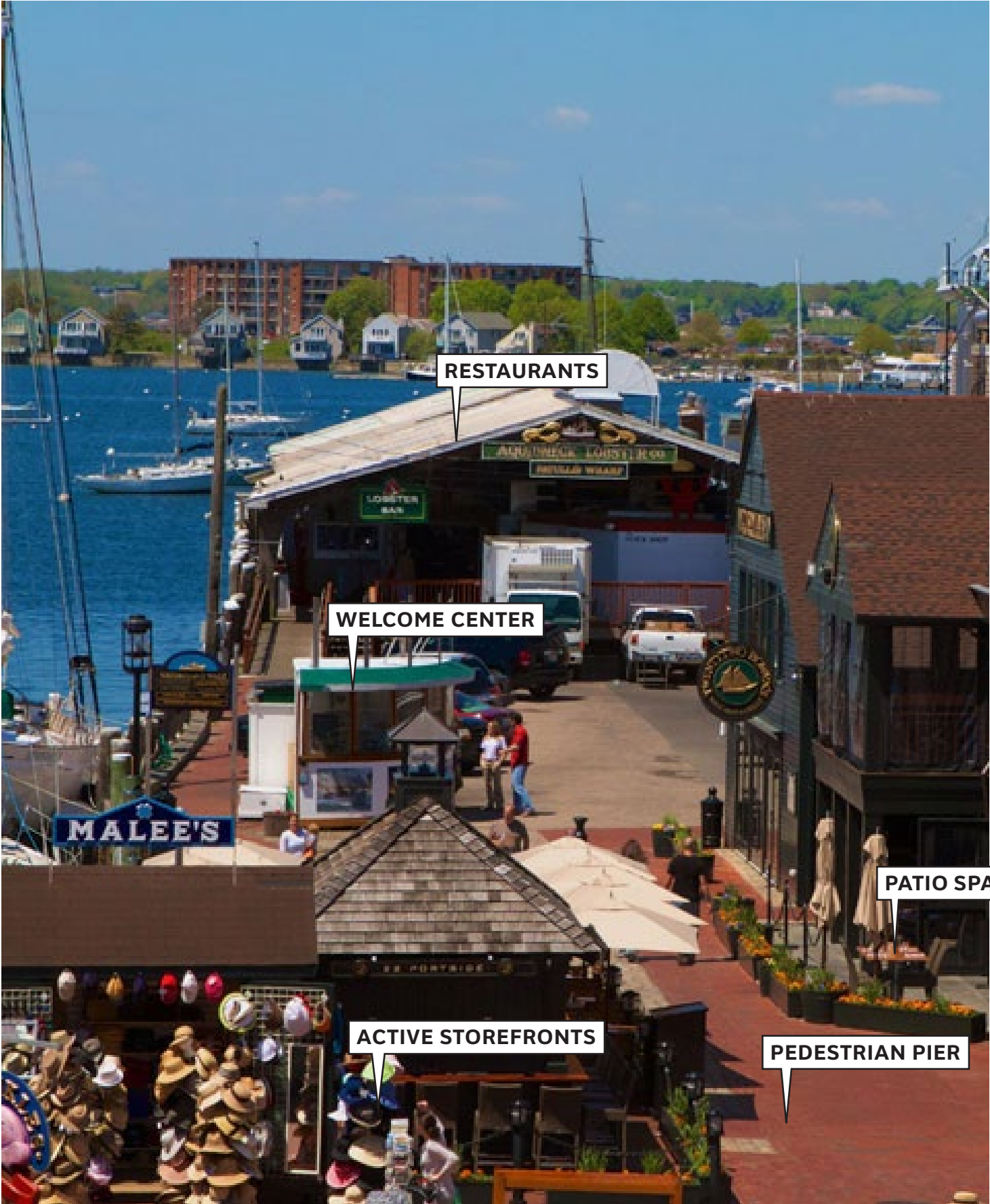




**SITE PLAN - NEWPORT, RI**  
**PRECEDENT STUDIES**

- MAJOR ROADS
- WATERFRONT PATH





**SITE PHOTOS - NEWPORT, RI**  
**PRECEDENT STUDIES**

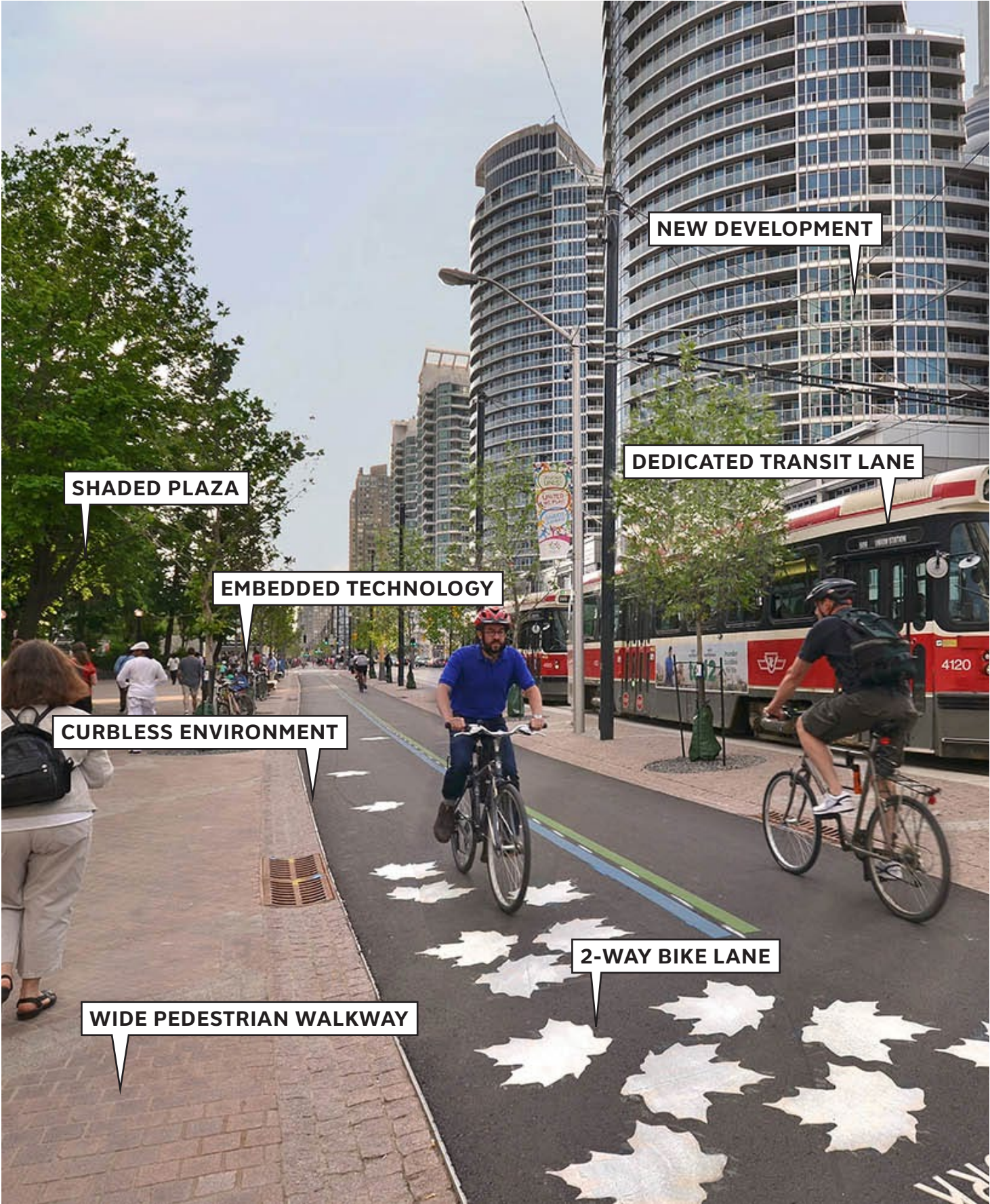




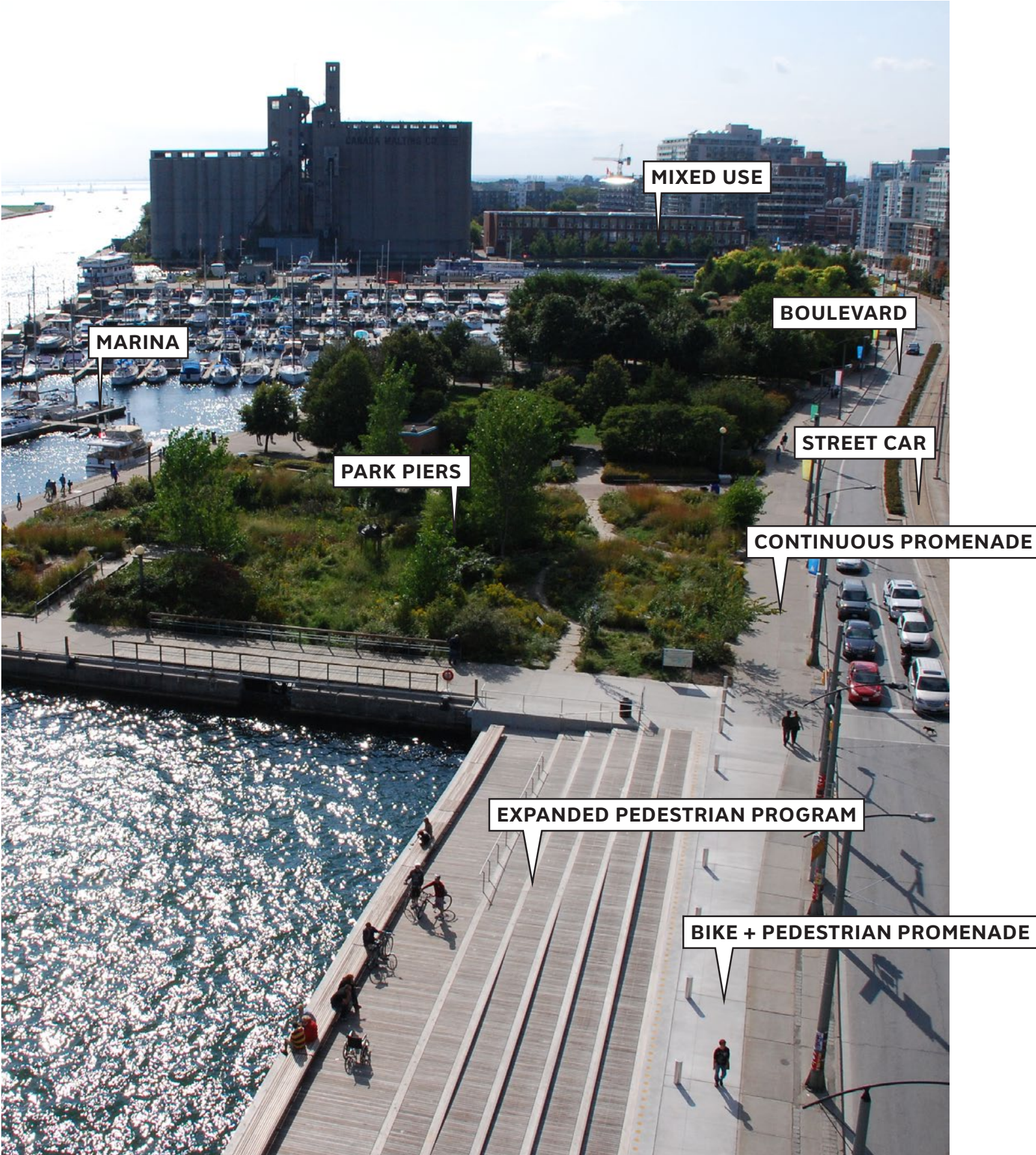
**SITE PLAN - QUEENS QUAY, TORONTO, CANADA**  
**PRECEDENT STUDIES**

- MAJOR ROADS
- WATERFRONT PATH





**SITE PHOTOS - QUEENS QUAY, TORONTO**  
PRECEDENT STUDIES





BAYFRONT BOULEVARD

BAYFRONT ROAD DIET

EXPANDED EDGE

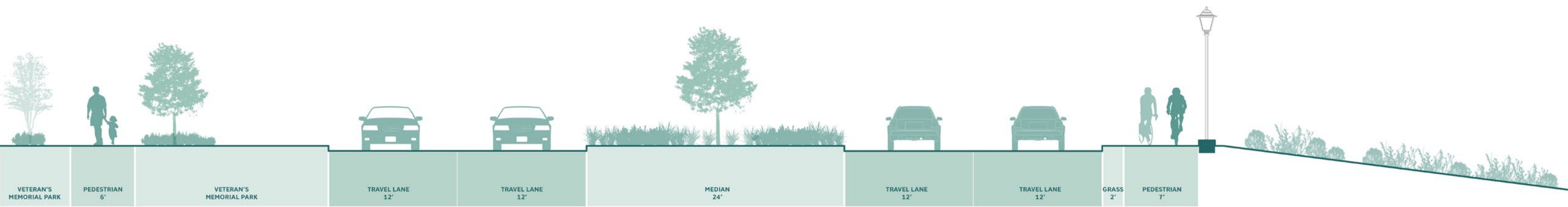
BARTRAM PARK GATEWAY





# BAYFRONT BOULEVARD

Bayfront Parkway between 9th Ave. and Romana St.

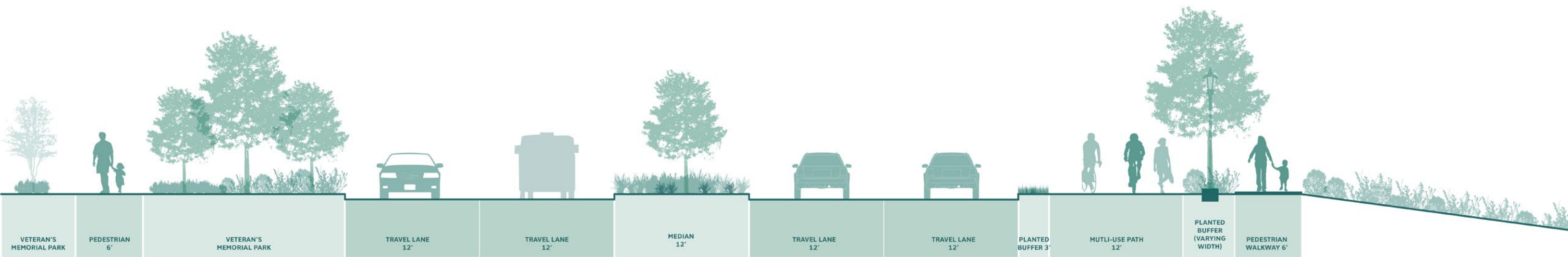


## EXISTING



# BAYFRONT BOULEVARD

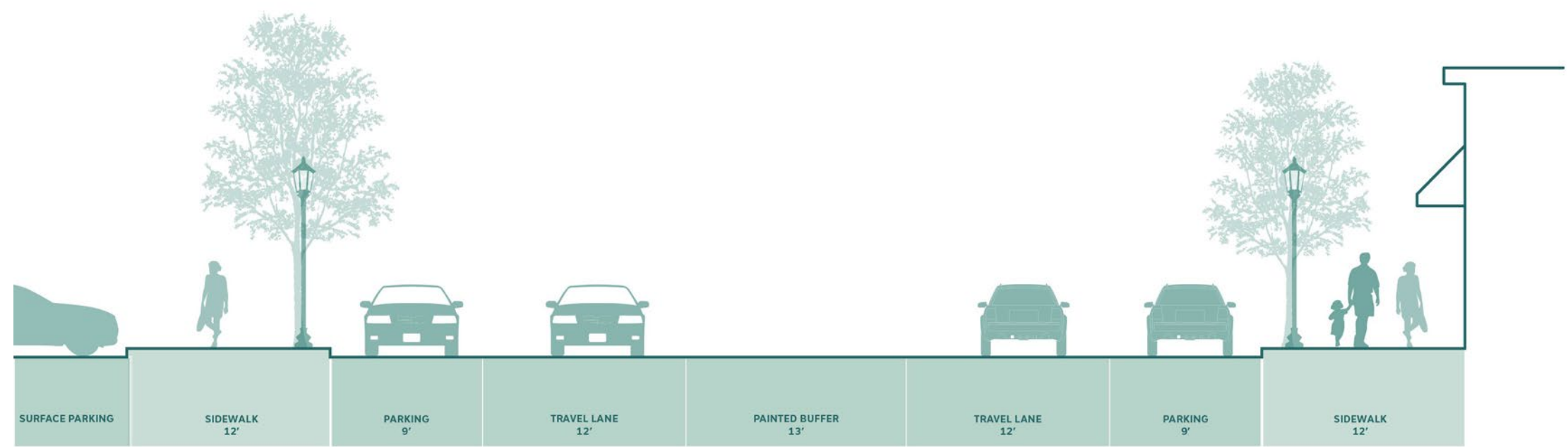
Bayfront Parkway between 9th Ave. and Romana St.



## PROPOSED

# BAYFRONT BOULEVARD

Main Street between Baylen St. and Palafox St.

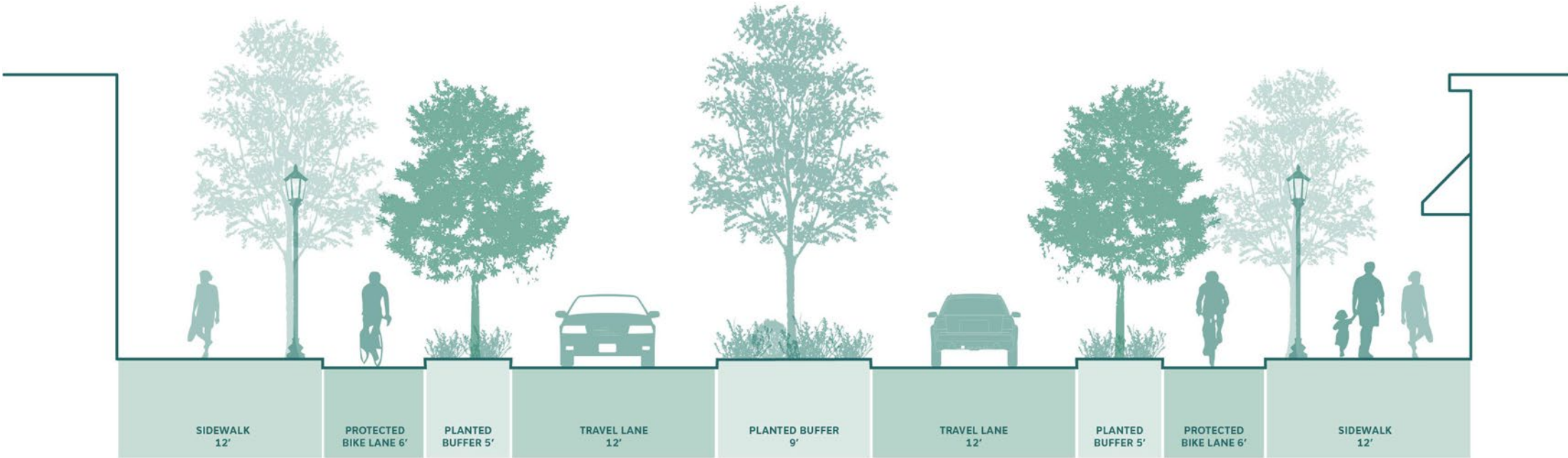


## EXISTING



# BAYFRONT BOULEVARD

Main Street between Baylen St. and Palafox St.



## PROPOSED

**CREATE CONTINUOUS  
PUBLIC ACCESS ALONG  
THE WATERFRONT**



TODAY, PUBLIC ACCESS TO THE WATERFRONT  
OCCURS AT INDEPENDENT LOCATIONS







**BAYFRONT PARKWAY**



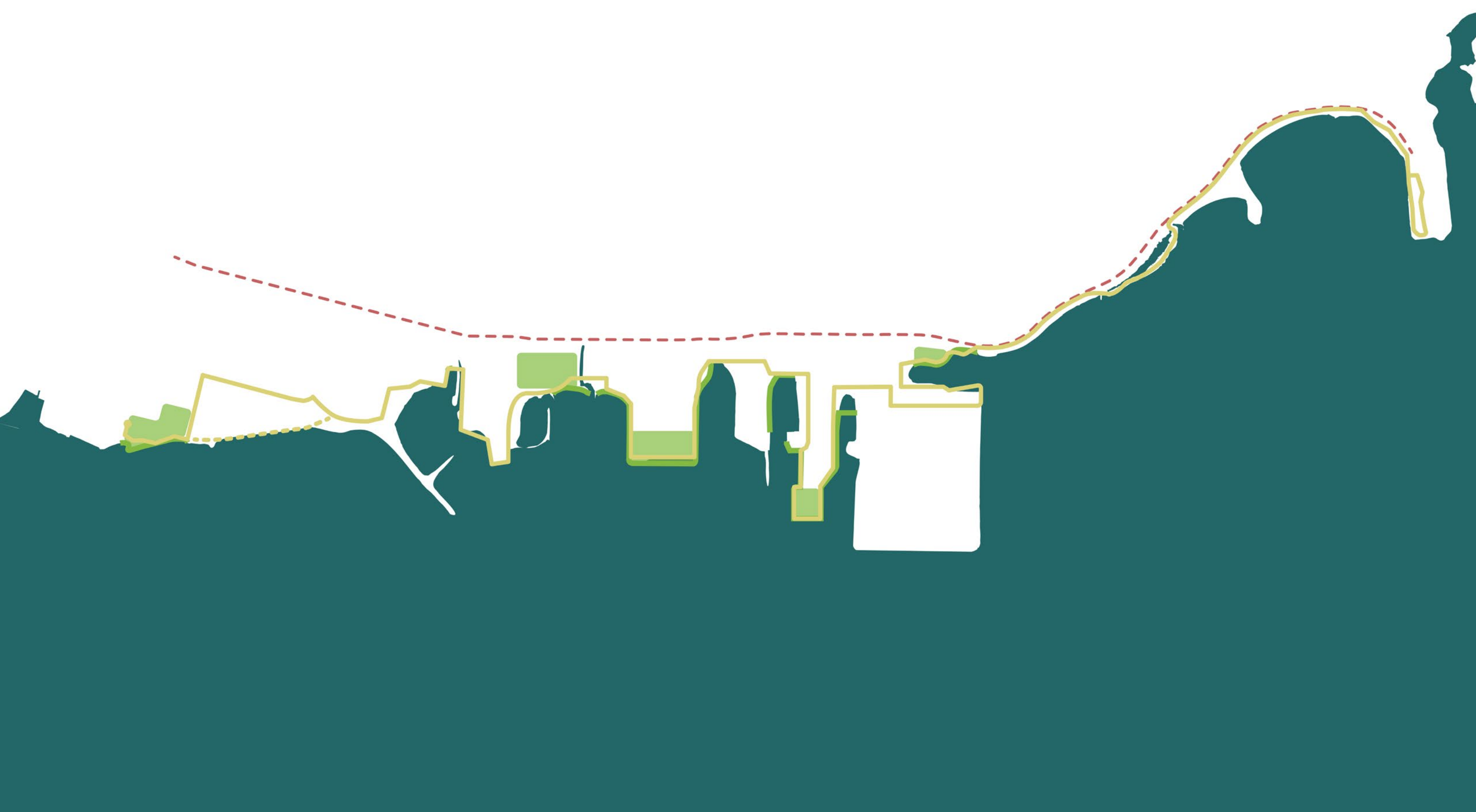
**PLAZA DE LUNA**



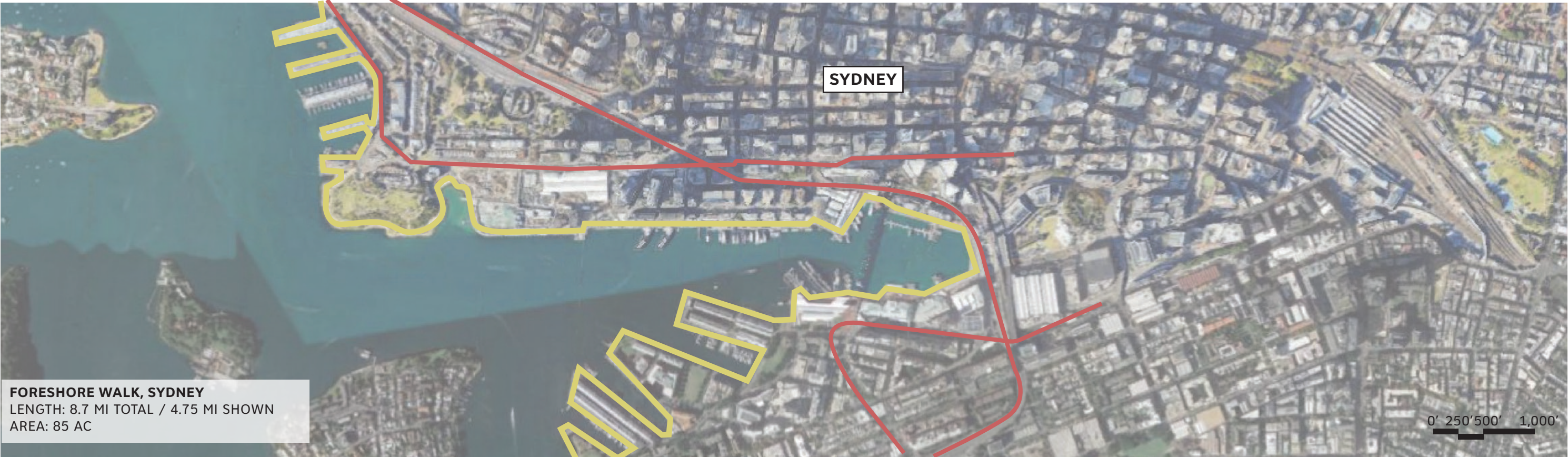
**BRUCE BEACH**



**ESTABLISH A BAY WALK THAT CREATES A CONTINUOUS WATERFRONT  
EXPERIENCE AND CONNECTS EXISTING WATERFRONT RESOURCES**







**SITE PLAN - FORESHORE WALK, SYDNEY**  
**PRECEDENT STUDIES**

- MAJOR ROADS
- WATERFRONT PATH





**SITE PHOTOS - FORESHORE WALK, SYDNEY**  
PRECEDENT STUDIES



# CONTINUOUS BAY WALK



FLOODABLE PEDESTRIAN PATH

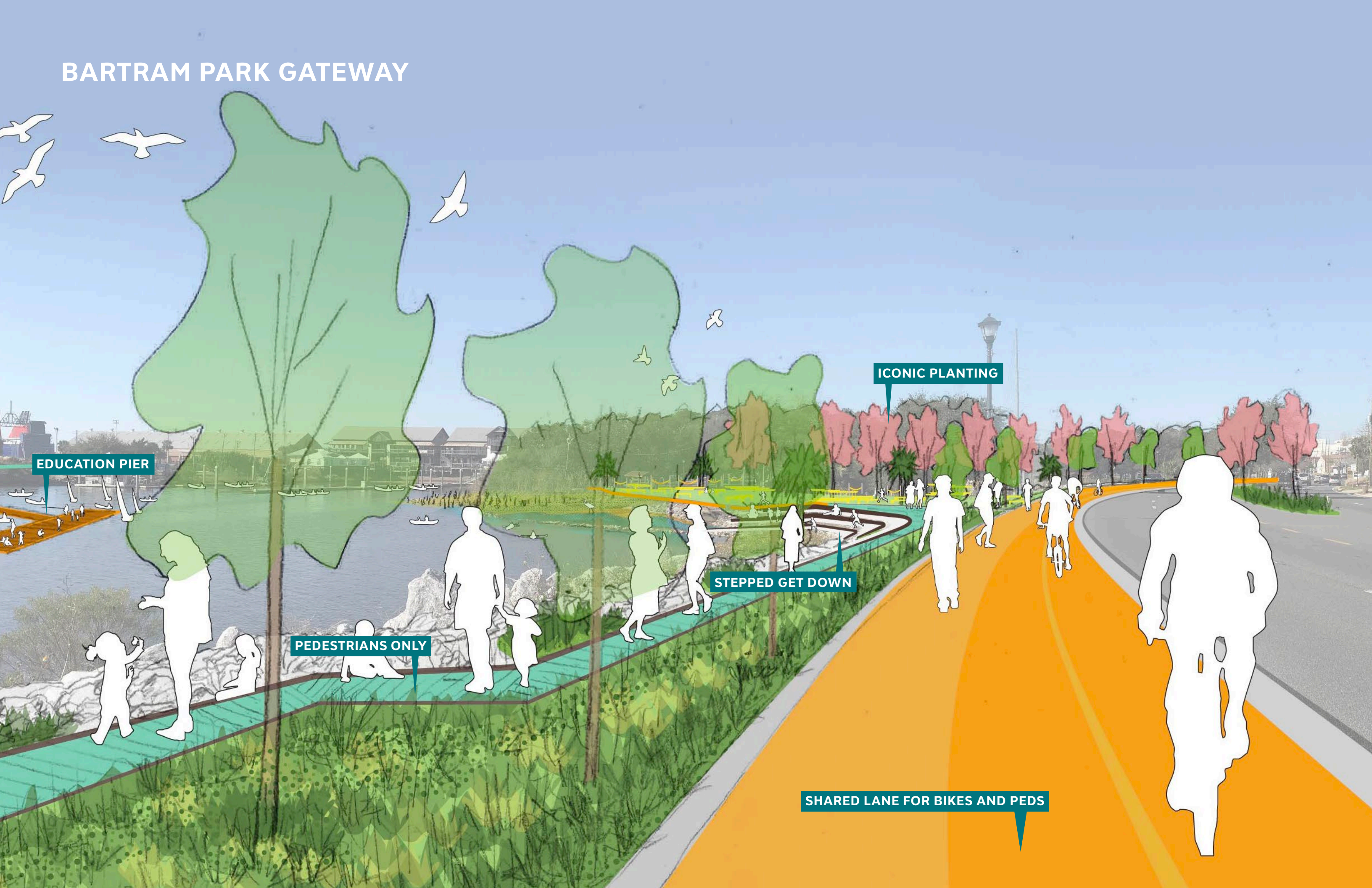
CONTINUOUS WALKWAY







BARTRAM PARK GATEWAY



EDUCATION PIER

PEDESTRIANS ONLY

STEPPED GET DOWN

ICONIC PLANTING

SHARED LANE FOR BIKES AND PEDS



CONTINUOUS BAY WALK



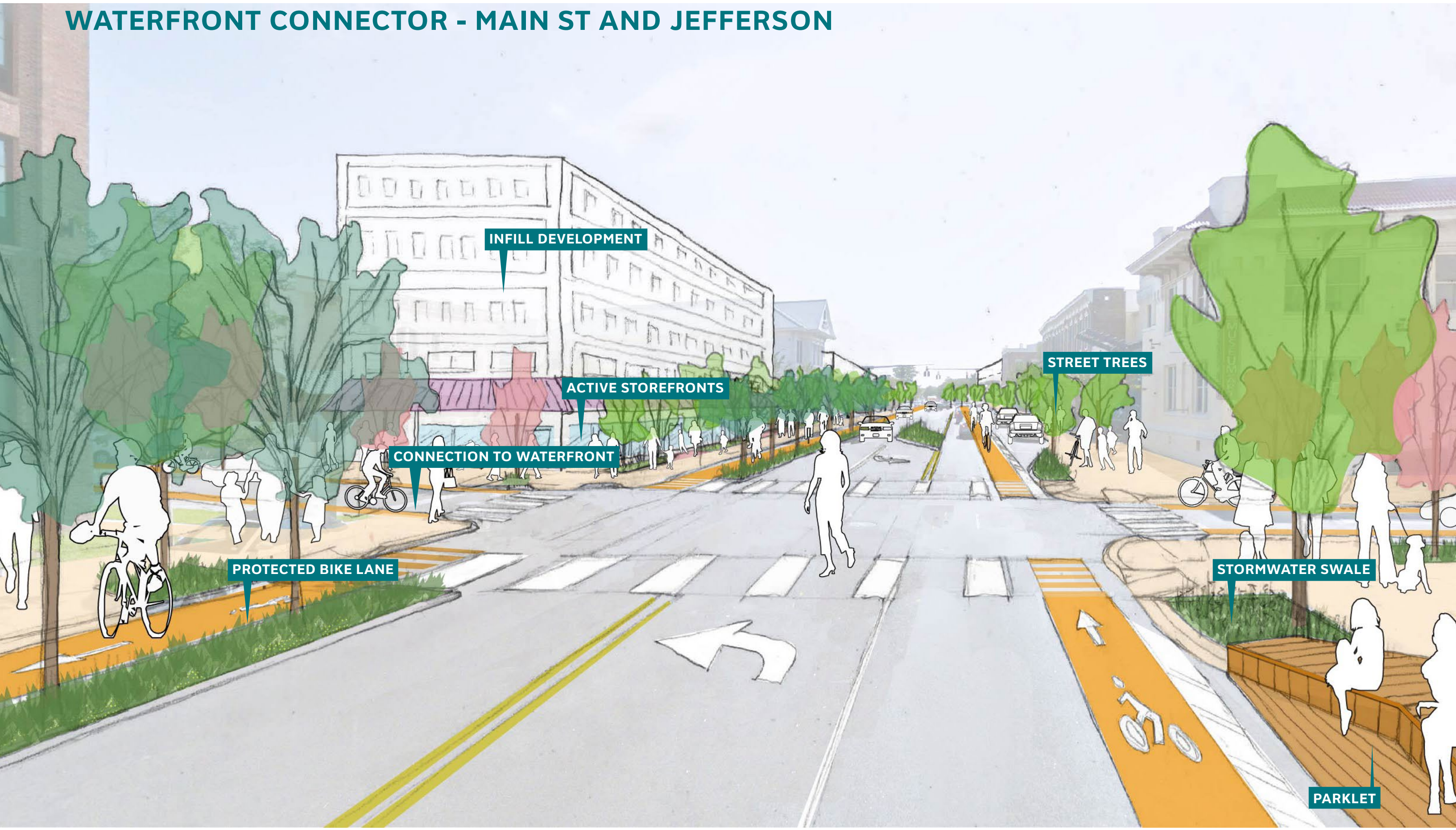


WATERFRONT CONNECTOR - MAIN ST AND JEFFERSON





# WATERFRONT CONNECTOR - MAIN ST AND JEFFERSON



INFILL DEVELOPMENT

ACTIVE STOREFRONTS

CONNECTION TO WATERFRONT

PROTECTED BIKE LANE

STREET TREES

STORMWATER SWALE

PARKLET



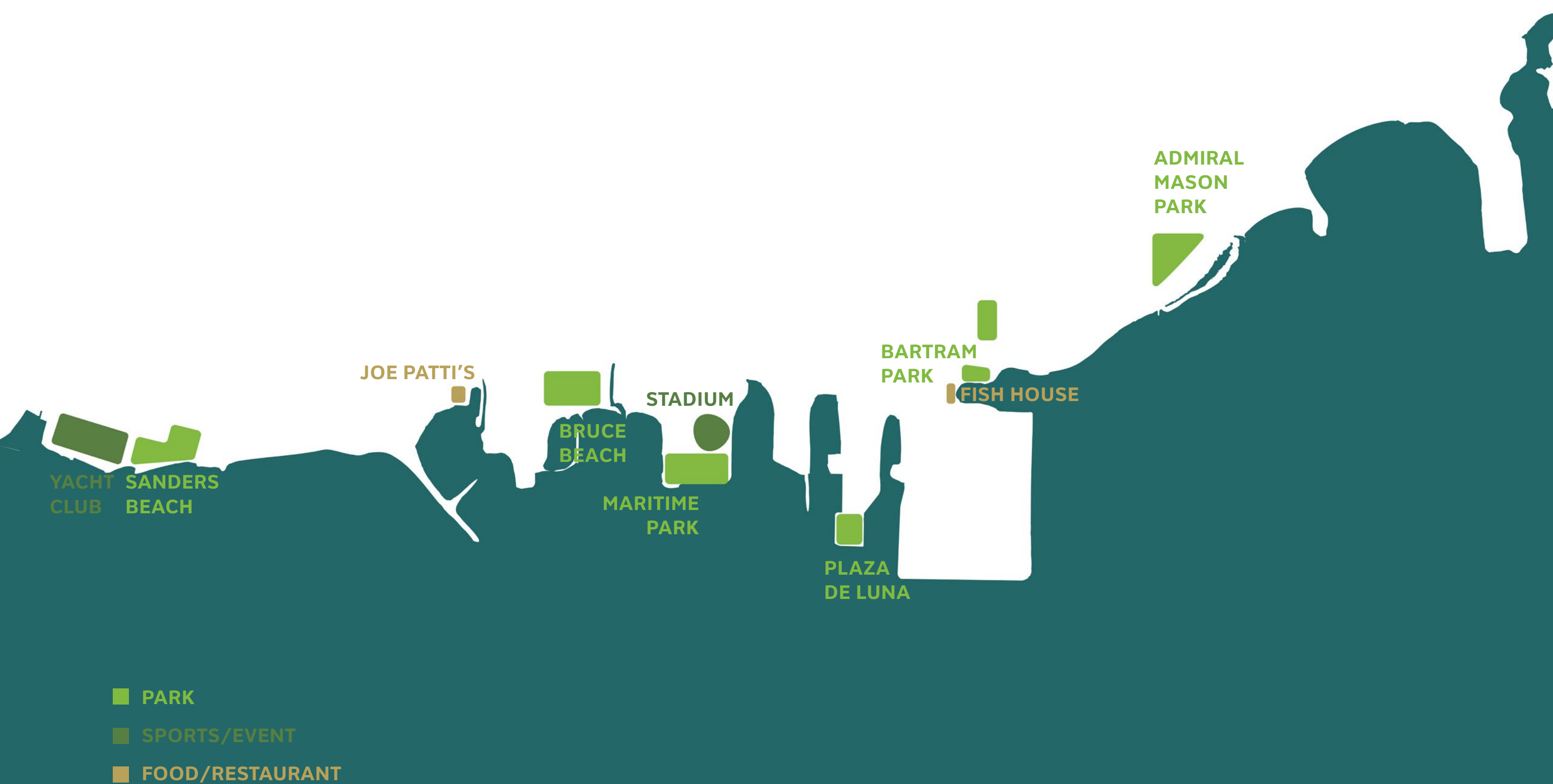
CONTINUOUS BAY WALK





**TRANSFORM THE WATERFRONT  
INTO AN EVERYDAY  
DESTINATION FOR ALL**

TODAY'S WATERFRONT IS AN EVENT-DRIVEN DESTINATION  
AND NOT PART OF THE AVERAGE CITIZEN'S EVERYDAY LIFE



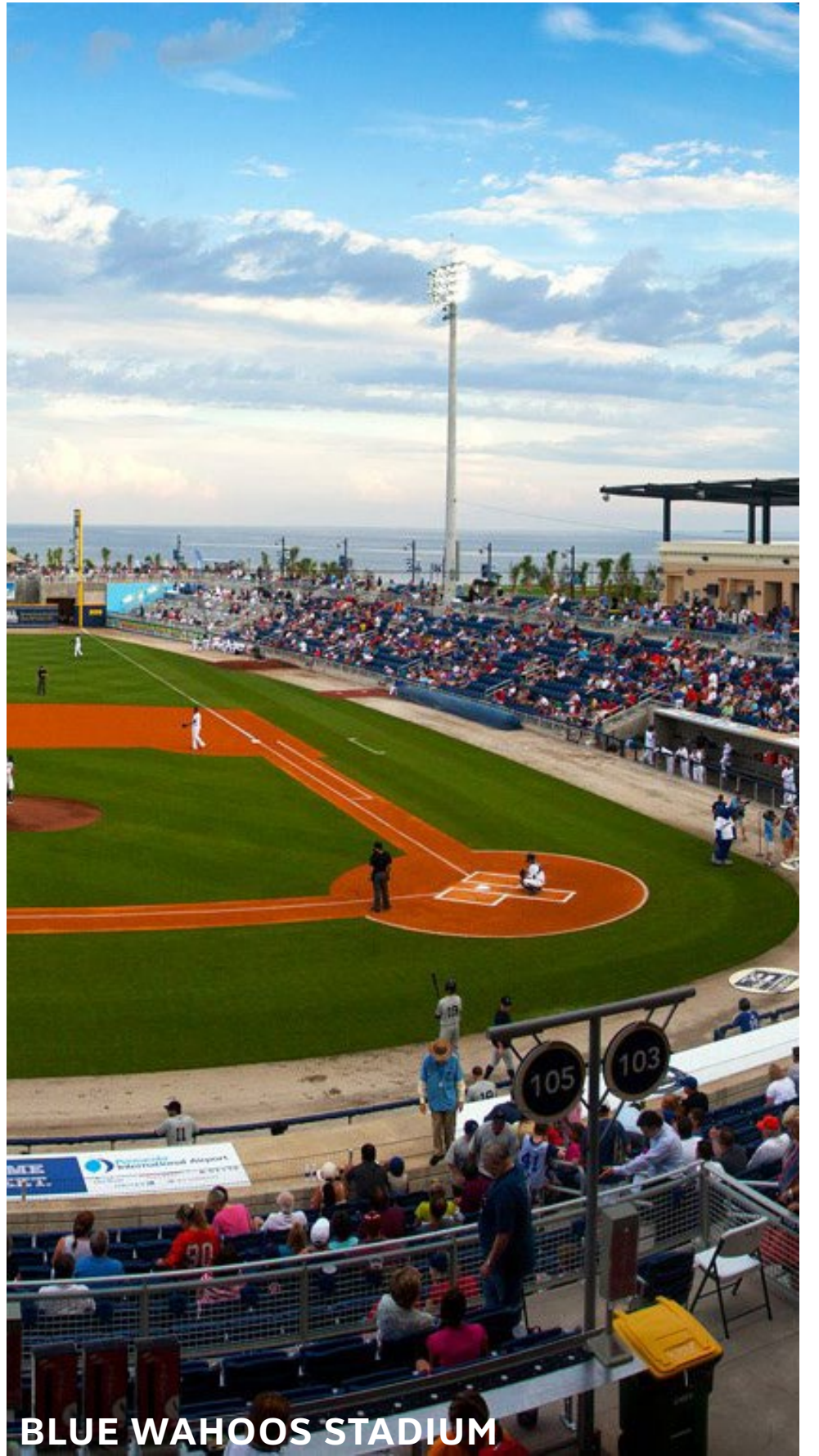




**JOE PATTI'S SEAFOOD**



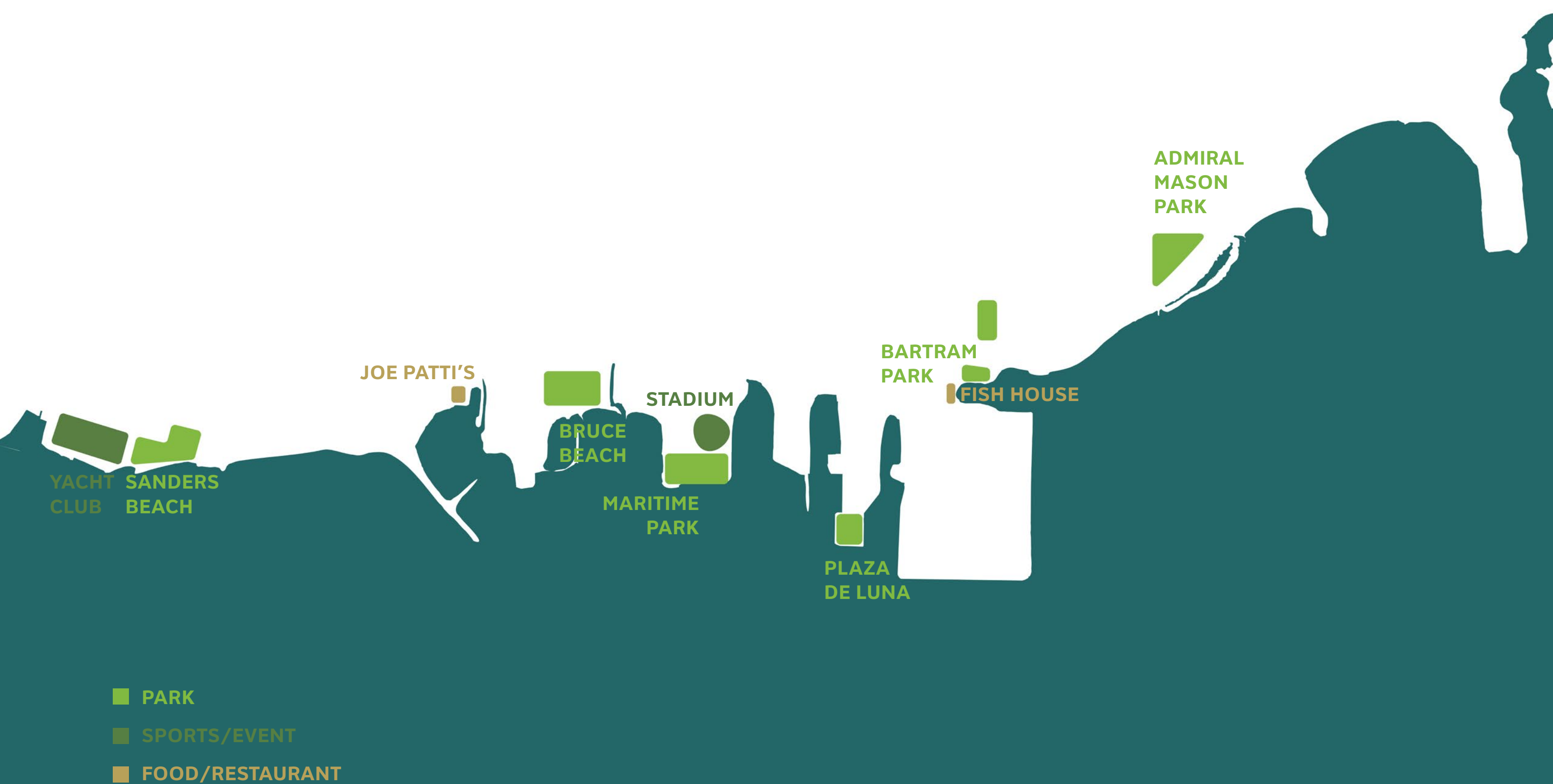
**MARITIME PARK PLAYGROUND**



**BLUE WAHOOS STADIUM**

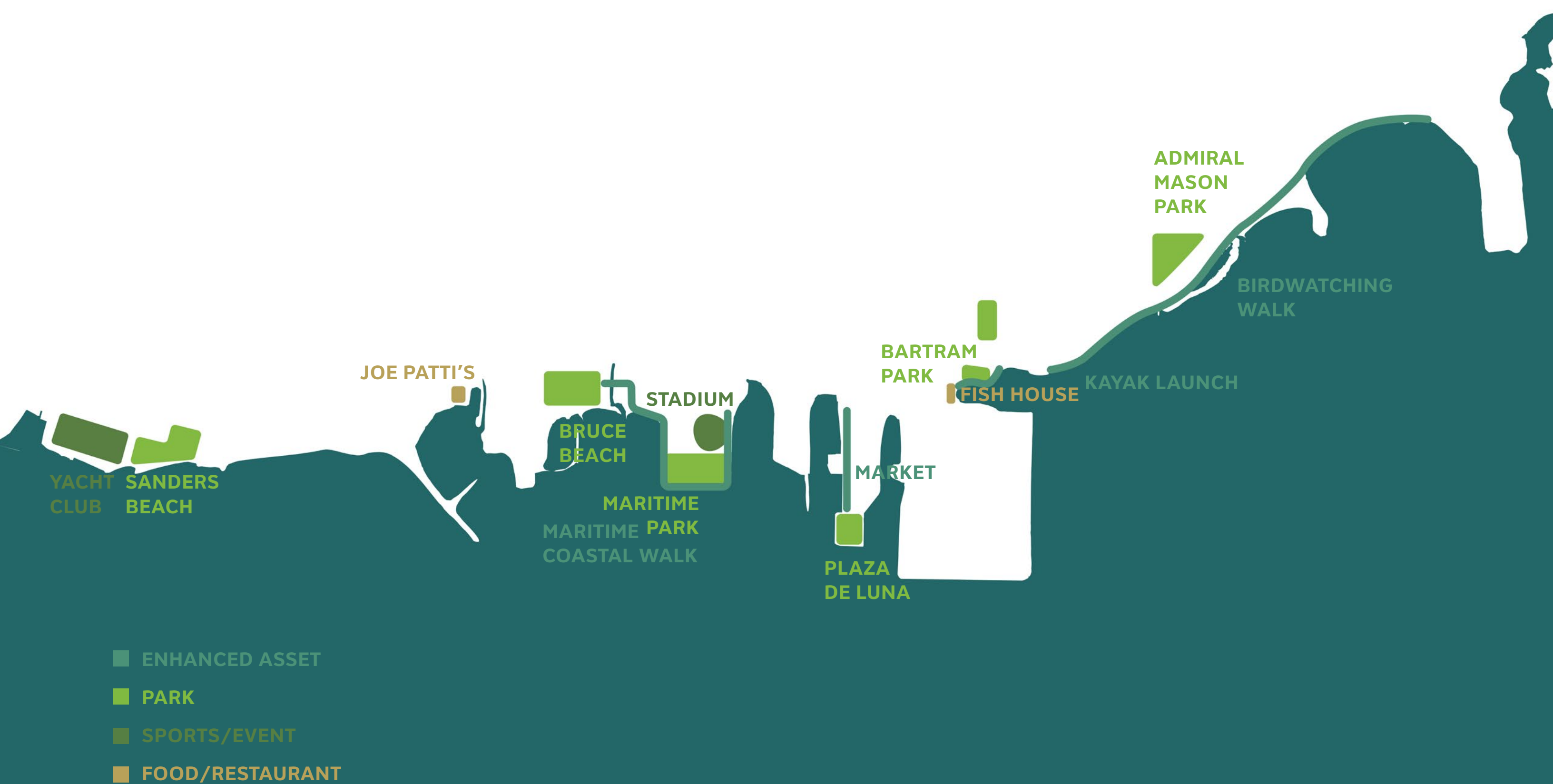


TODAY'S WATERFRONT IS AN EVENT-DRIVEN DESTINATION  
AND NOT PART OF THE AVERAGE CITIZEN'S EVERYDAY LIFE





EXPAND RANGE OF ACTIVITIES AT EXISTING DESTINATIONS,  
SERVING BROADER AUDIENCES, YOUNG AND OLD

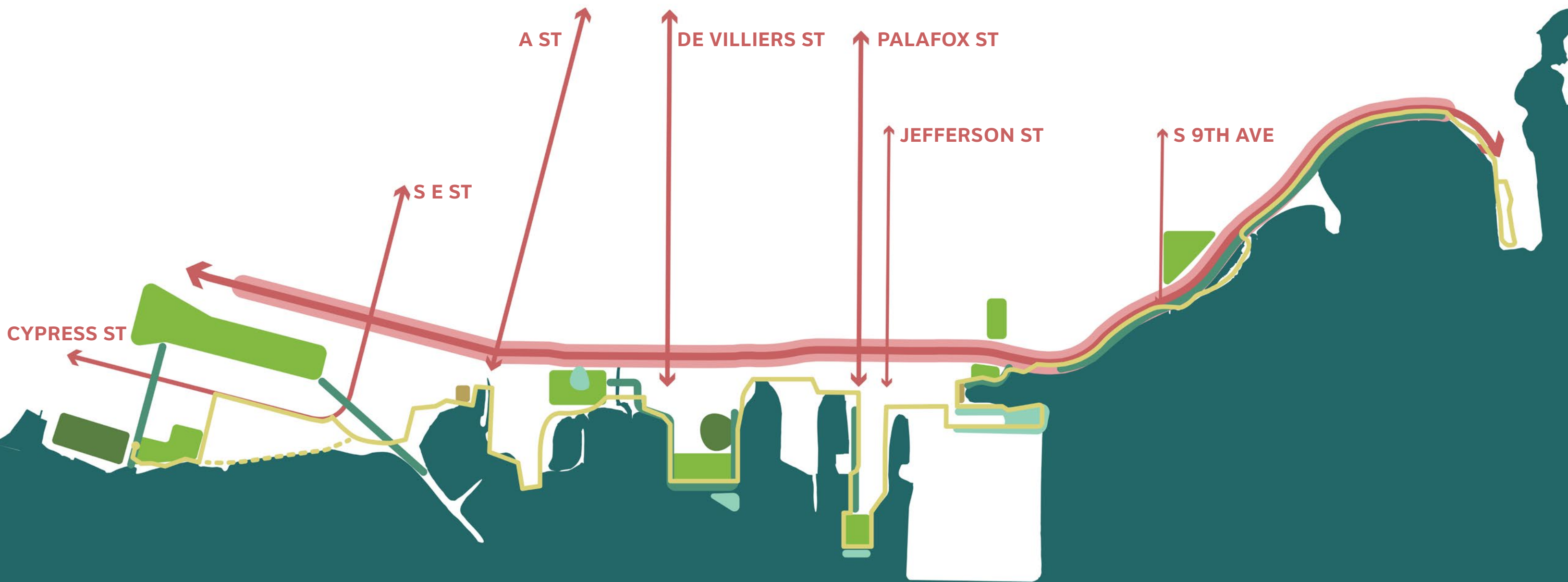


CREATE NEW DESTINATIONS ALONG THE WATERFRONT THAT ENCOURAGE INTERGENERATIONAL EXCHANGE, LINGERING, AND EVERYDAY USE BY ALL





CREATE STRONGER NEIGHBORHOOD CONNECTIONS THROUGH  
STREETScape AND CONNECTIVITY IMPROVEMENTS







**SITE PLAN - ST. PETE'S PIER, FL**  
**PRECEDENT STUDIES**

- MAJOR ROADS
- WATERFRONT PATH



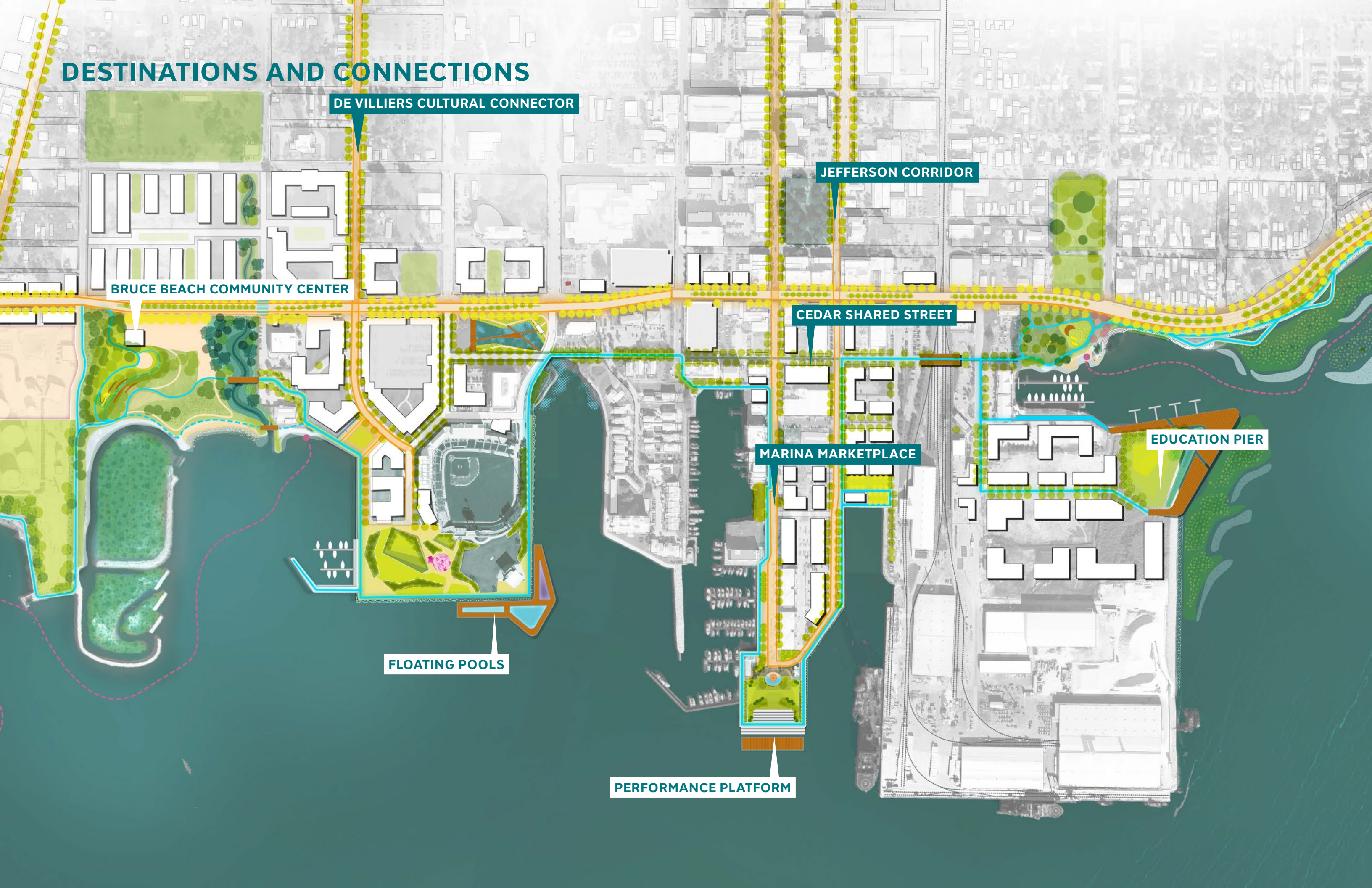


**SITE PHOTOS - ST. PETE'S PIER, FL**  
 PRECEDENT STUDIES





# DESTINATIONS AND CONNECTIONS



DE VILLIERS CULTURAL CONNECTOR

JEFFERSON CORRIDOR

BRUCE BEACH COMMUNITY CENTER

CEDAR SHARED STREET

MARINA MARKETPLACE

EDUCATION PIER

FLOATING POOLS

PERFORMANCE PLATFORM



**FLOATING POOLS,  
COPENHAGEN, DENMARK**





**KAYAK STORAGE PAVILION,  
BEACON, NY**





# HARBOR SCHOOL EDUCATION PIER, NYC





# DESTINATIONS AND CONNECTIONS

DE VILLIERS CULTURAL CONNECTOR

JEFFERSON CORRIDOR

BRUCE BEACH COMMUNITY CENTER

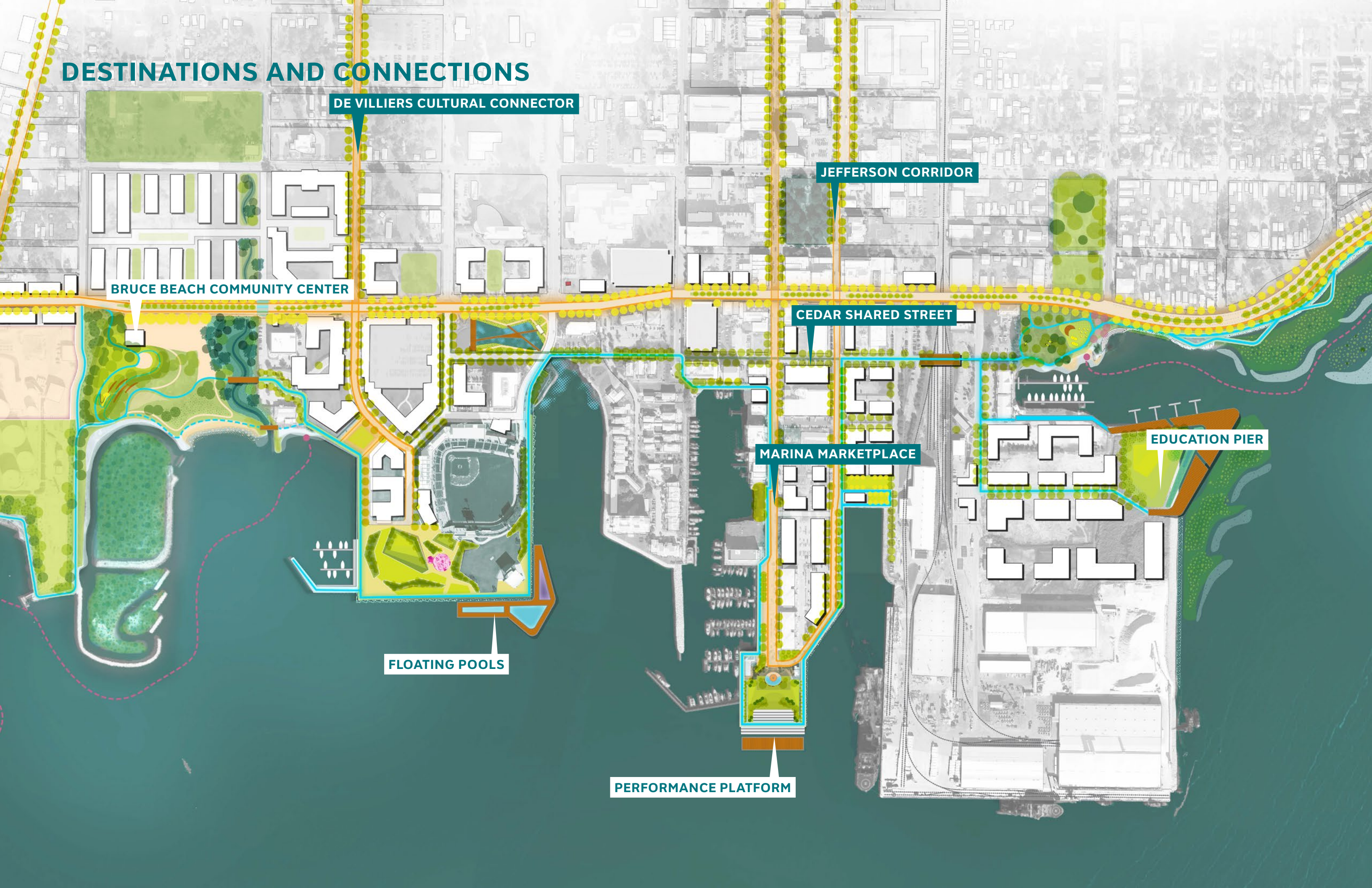
CEDAR SHARED STREET

MARINA MARKETPLACE

EDUCATION PIER

FLOATING POOLS

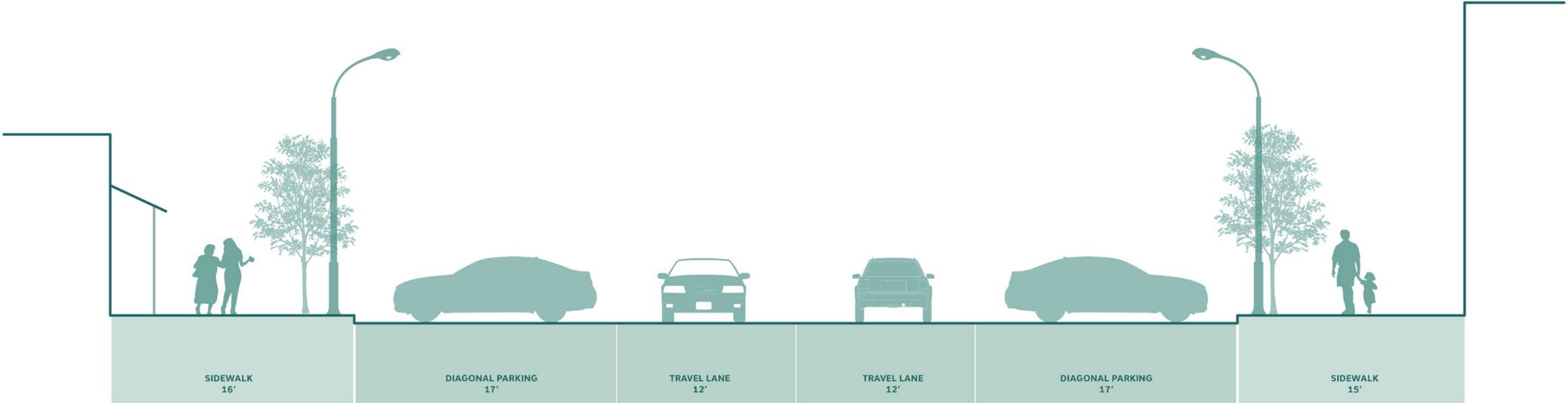
PERFORMANCE PLATFORM





# JEFFERSON CORRIDOR

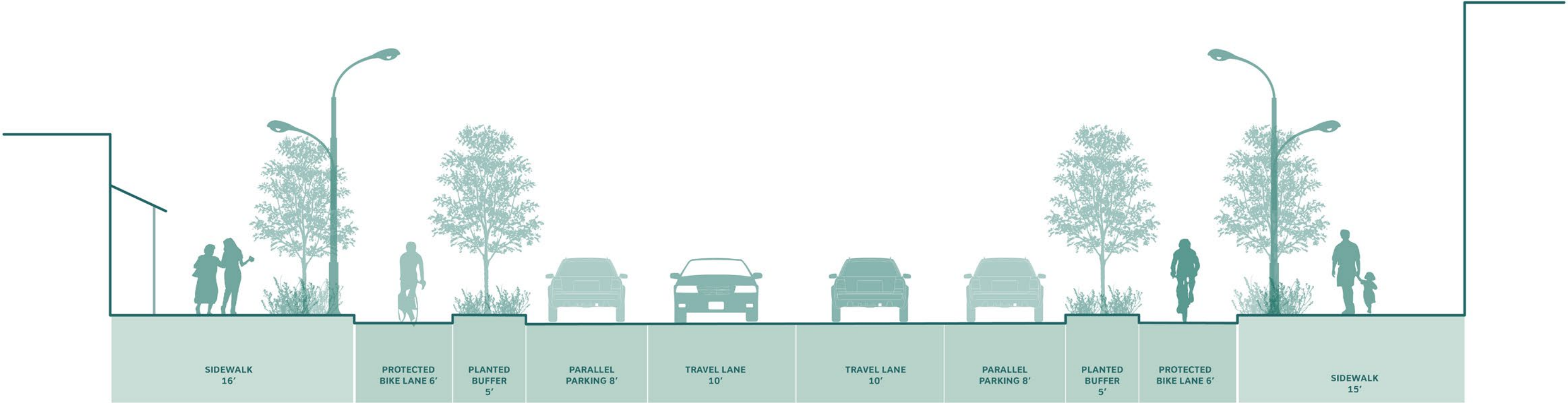
Jefferson St. between Intendencia St. and Romana St.



## EXSITING

# JEFFERSON CORRIDOR

Jefferson St. between Intendencia St. and Romana St.

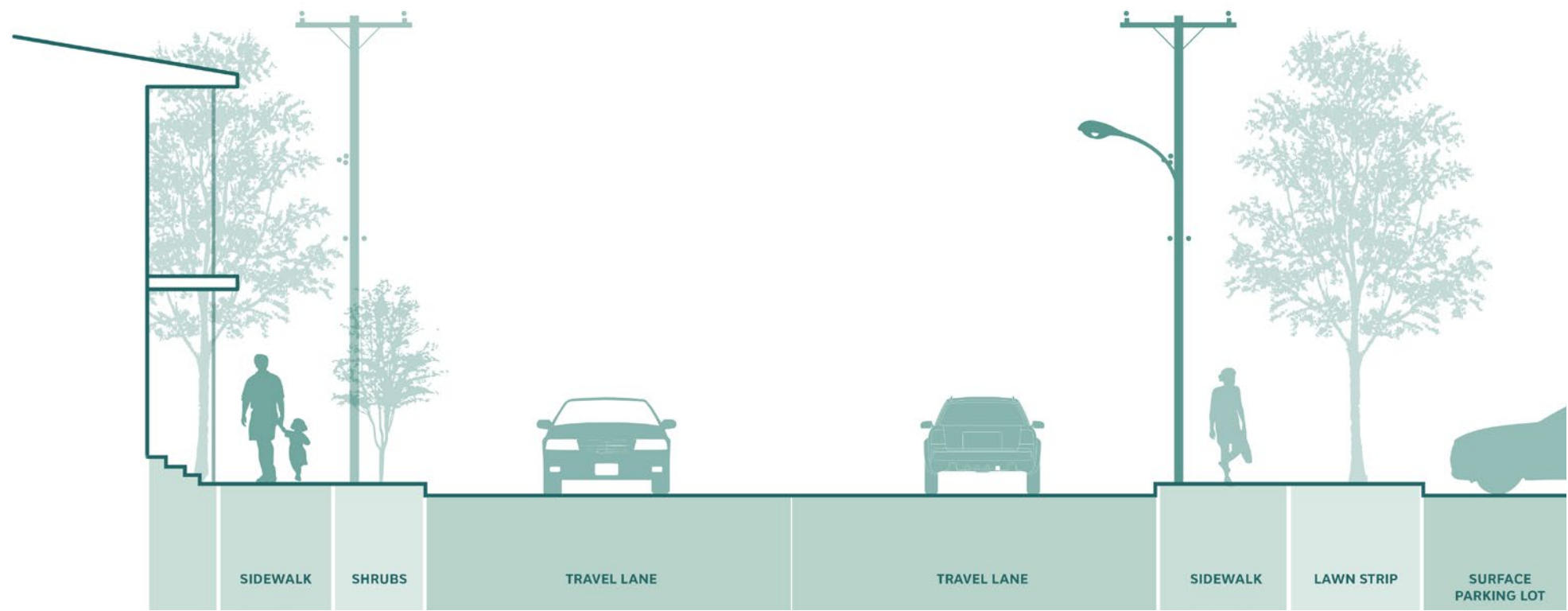


## PROPOSED



# DE VILLIERS CULTURAL CONNECTOR

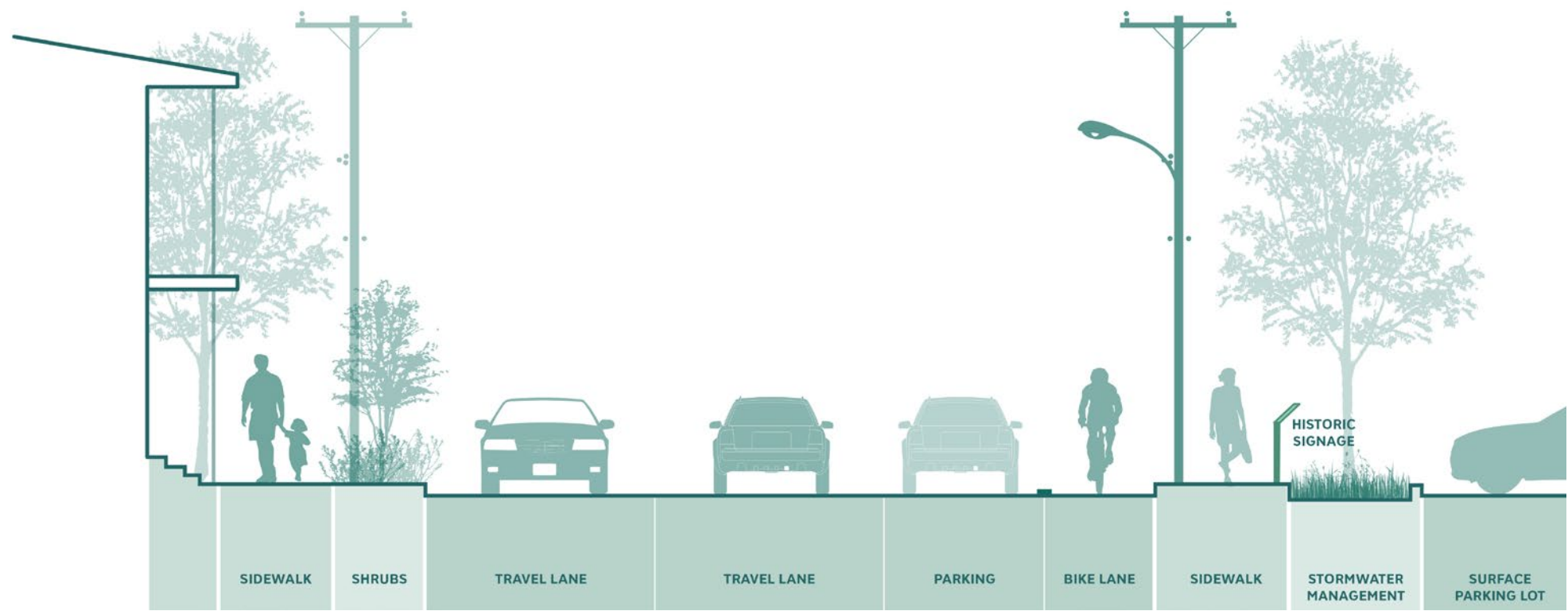
DeVilliers St. between Romana St. and Intendencia St.



## EXISTING

# DE VILLIERS CULTURAL CONNECTOR

DeVilliers St. between Romana St. and Intendencia St.



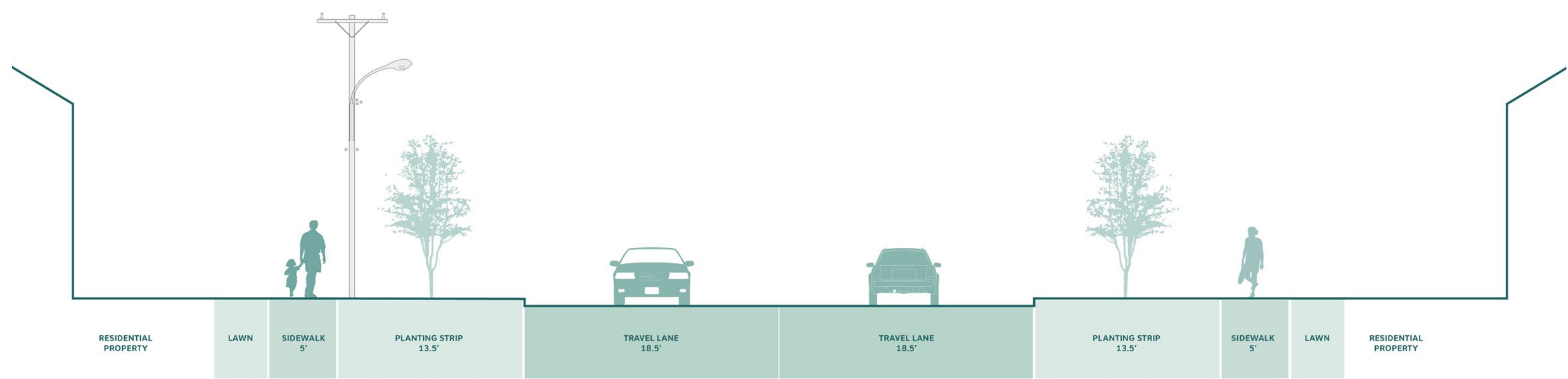
## PROPOSED

PENSACOLA WATERFRONT FRAMEWORK PLAN  
April 22, 2019



# A STREET

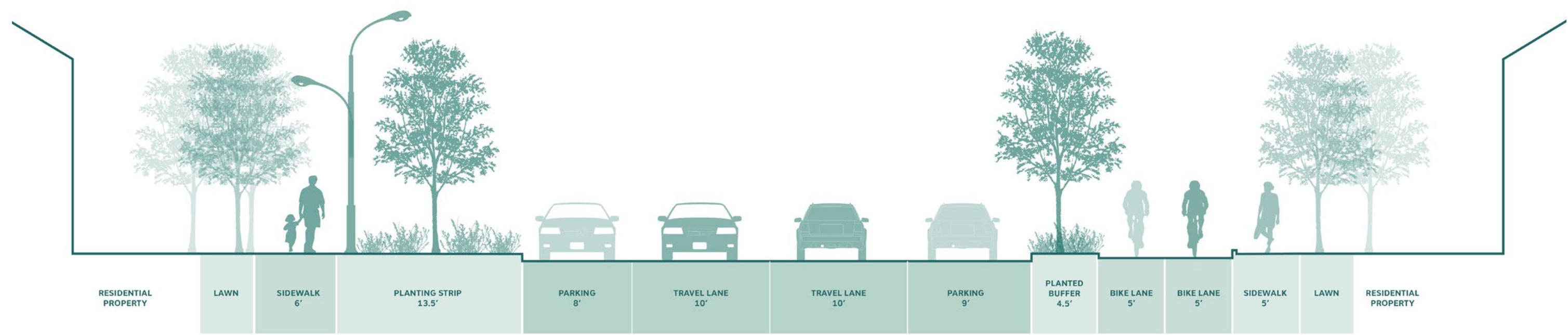
A Street Between Government and Intendencia St.



# EXISTING

# A STREET

A Street Between Government and Intendencia St.



## PROPOSED



# CEDAR STREET EXTENSION





# BRUCE BEACH





# BRUCE BEACH ECO PARK AND COMMUNITY CENTER



BAY OVERVIEW

COMMUNITY CENTER

BLUFF BOULEVARD

CREEK BRIDGE

STORMWATER FILTRATION



**TRANSLATE PENSACOLA'S  
ECOLOGICAL AND CULTURAL  
HISTORY INTO  
PHYSICAL SPACE**



**DEVELOP A MATERIAL PALETTE FOR NEW WATERFRONT INVESTMENTS THAT  
CELEBRATES PENSACOLA BAY REGIONAL ECOSYSTEMS AND CULTURAL HISTORY**







LONGLEAF PINE

SWITCHGRASS

LITTLE BLUESTEM

WAX MYRTLE

SAND PINE



DEVELOP INTERPRETIVE EXPERIENCES THAT WEAVE SOCIAL HISTORY INTO PHYSICAL SPACE





BRUCE POOL 1950S





CULTURAL AND HISTORIC REPRESENTATION



RHINO DISTRICT, DENVER CO



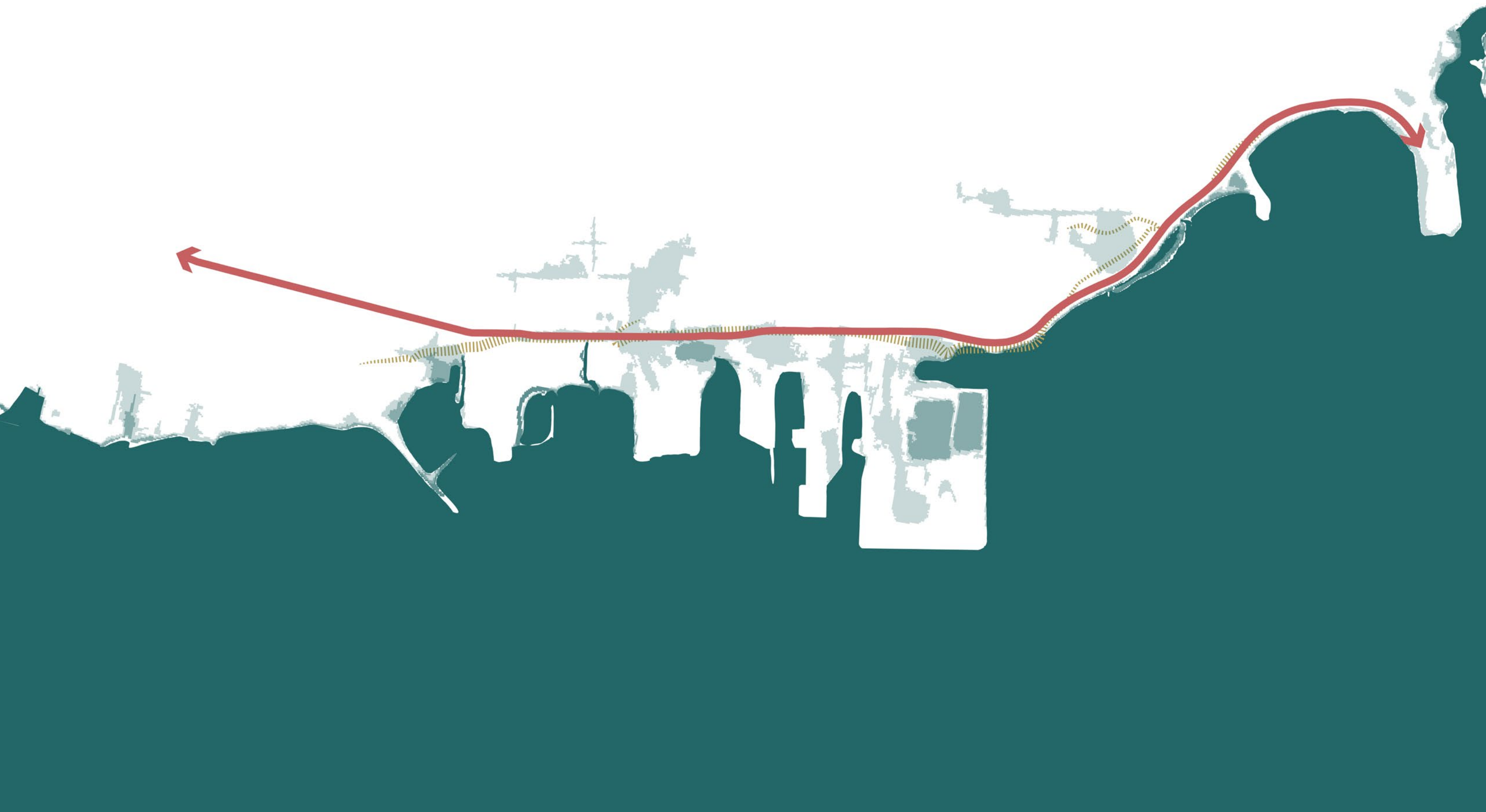
ROSE KENNEDY GREENWAY, BOSTON MA



# **DEVELOP A LONG-TERM URBAN RESILIENCE STRATEGY**



THE WATERFRONT IS VULNERABLE TO SLR,  
LOCAL FLOODING, AND MAJOR STORM EVENTS





VULNERABILITIES ALIGN  
WITH HISTORICAL  
ECOLOGICAL PATTERNS

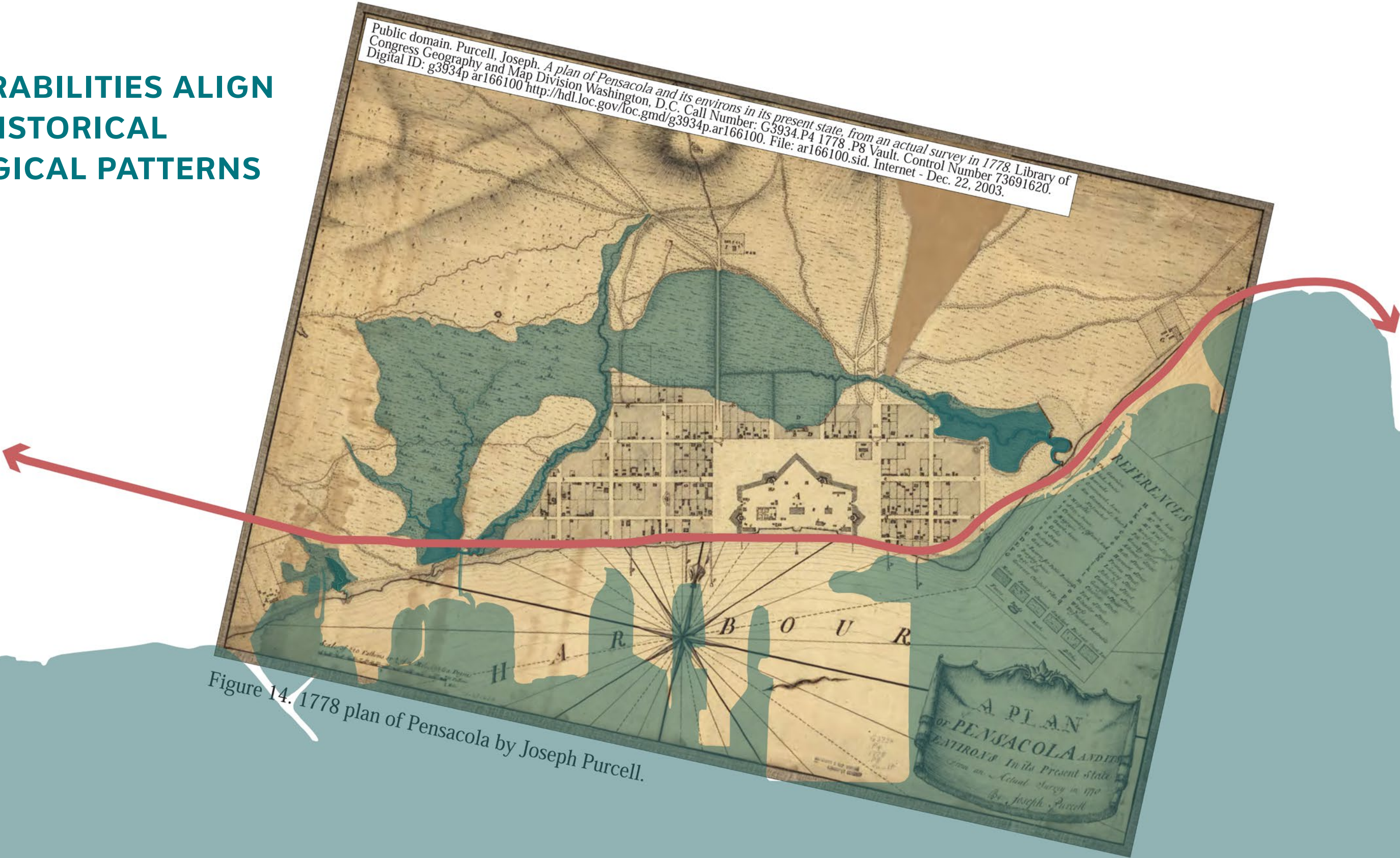
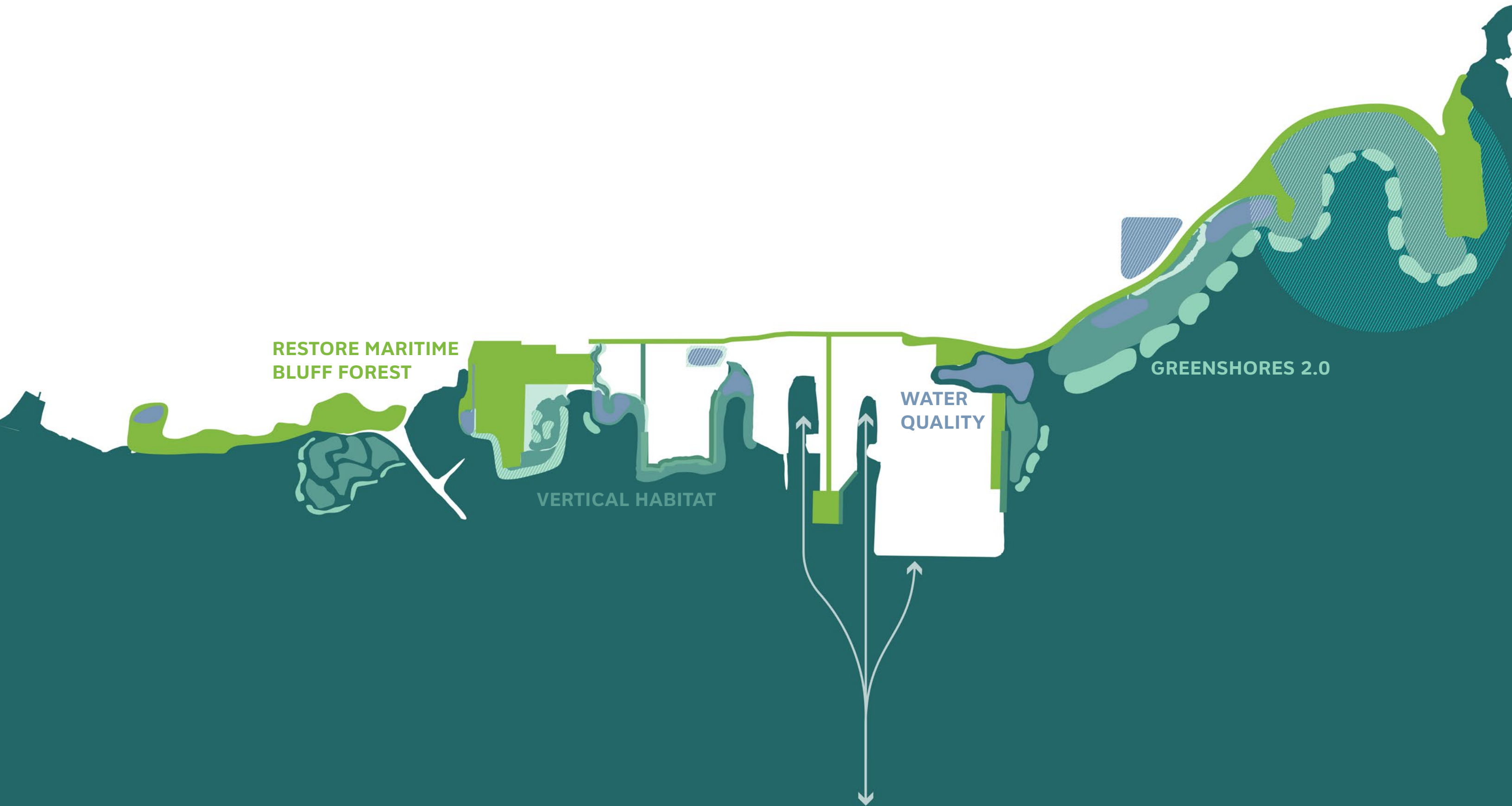


Figure 14. 1778 plan of Pensacola by Joseph Purcell.

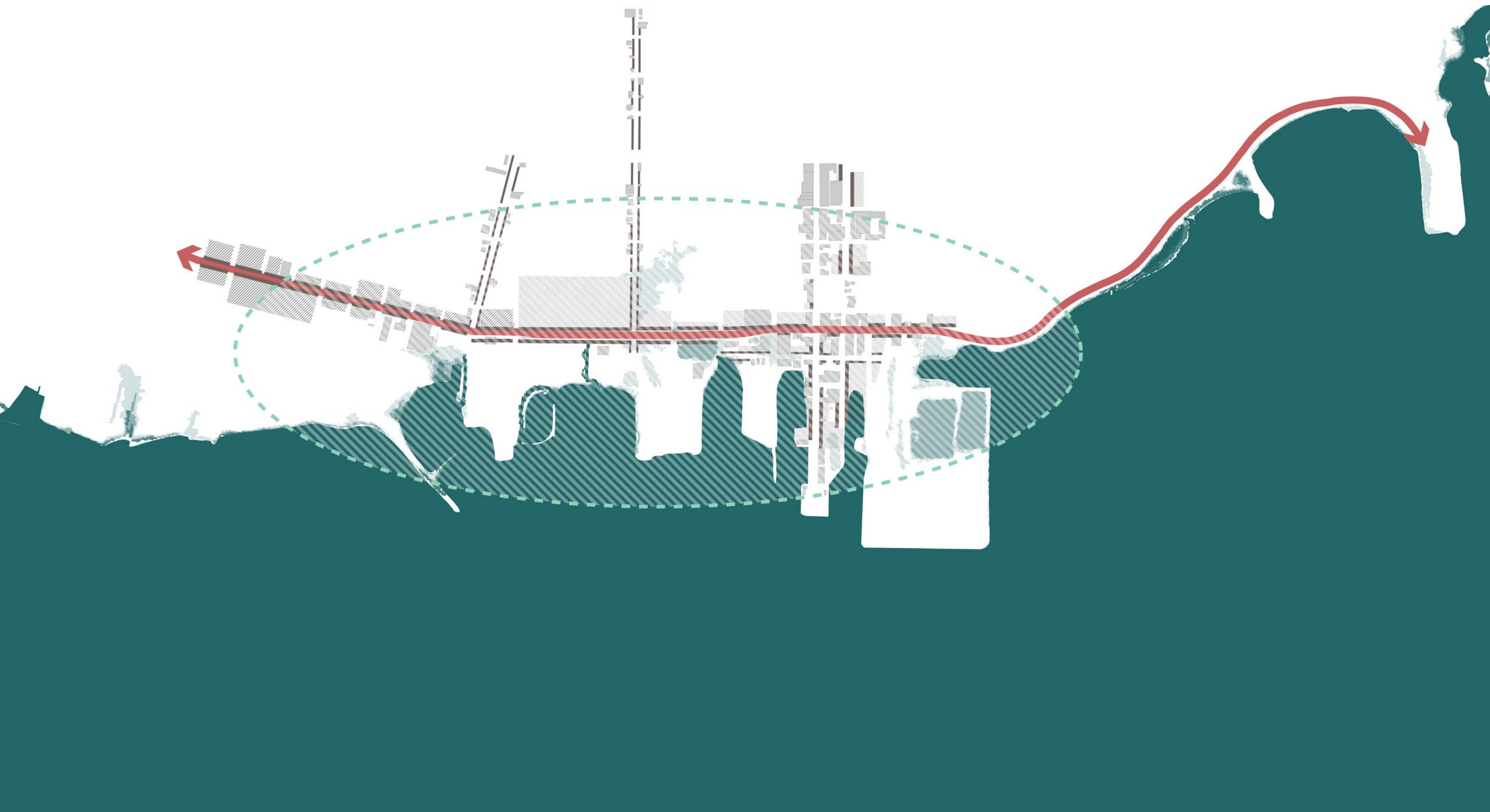


INVEST IN LIVING INFRASTRUCTURE PROJECTS THAT IMPROVE TODAY'S  
QUALITY OF LIFE WHILE INCREASING LONG TERM RESILIENCE

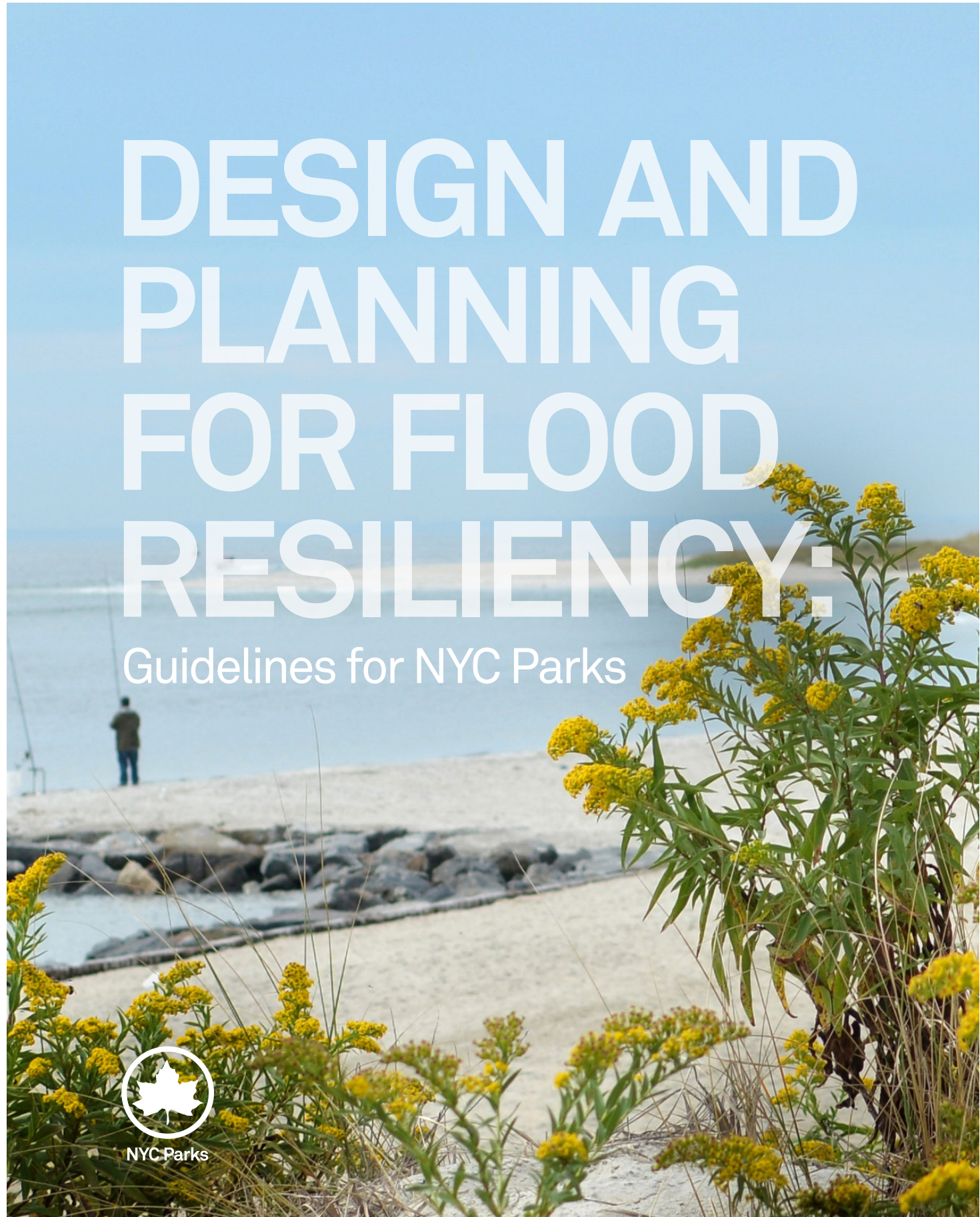




**DEVELOP RESILIENCE ZONING AND BUILDING CODES FOR NEW  
DEVELOPMENT WITHIN THE WATERFRONT DISTRICT**







# DESIGN AND PLANNING FOR FLOOD RESILIENCY:

Guidelines for NYC Parks



NYC Parks

**WATERFRONT DEVELOPMENT POLICIES - NYC**  
PRECEDENT STUDIES



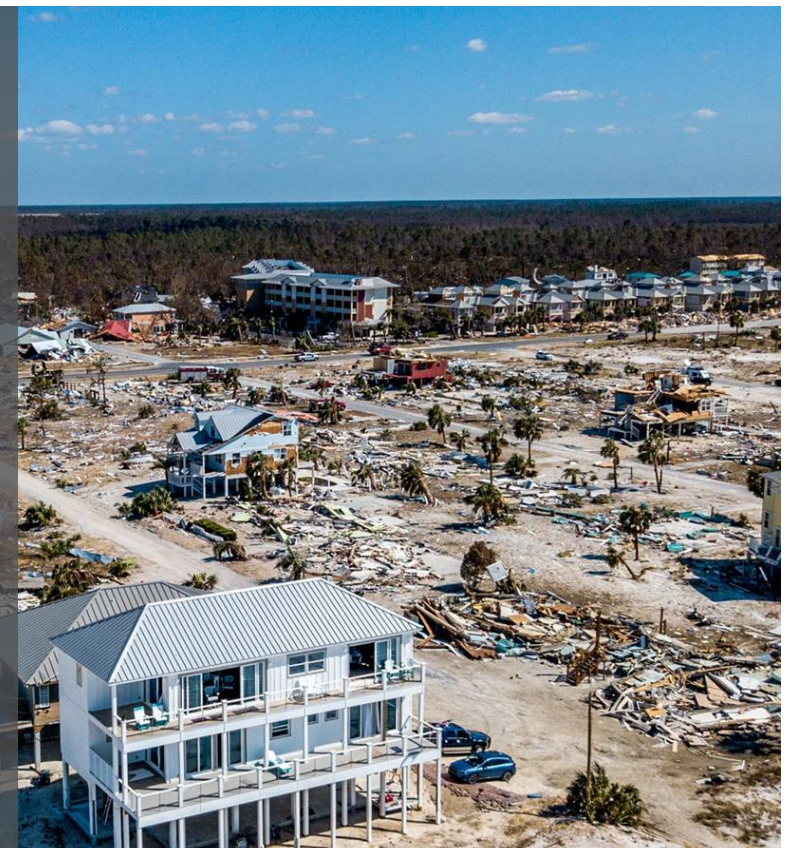
REGIONAL CLIMATE ACTION PLAN 2.0

## Implementation Workshop

Building Codes for Resilience

### Building Codes for Resilience

- Awareness of how national model building codes are developed & the role local governments can play
- Code compliance best practices, challenges, and opportunities for local building departments
- Research, technical assistance, and education resources available to local governments
- Opportunities within local jurisdictions to set localized provisions that can advance energy efficiency and resilience goals





# ECOLOGY AND HABITAT

HABITAT RESTORATION

STORMWATER TREATMENT

VERTICAL HABITAT

UPLAND BLUFF FOREST

GREENSHORES 2.0









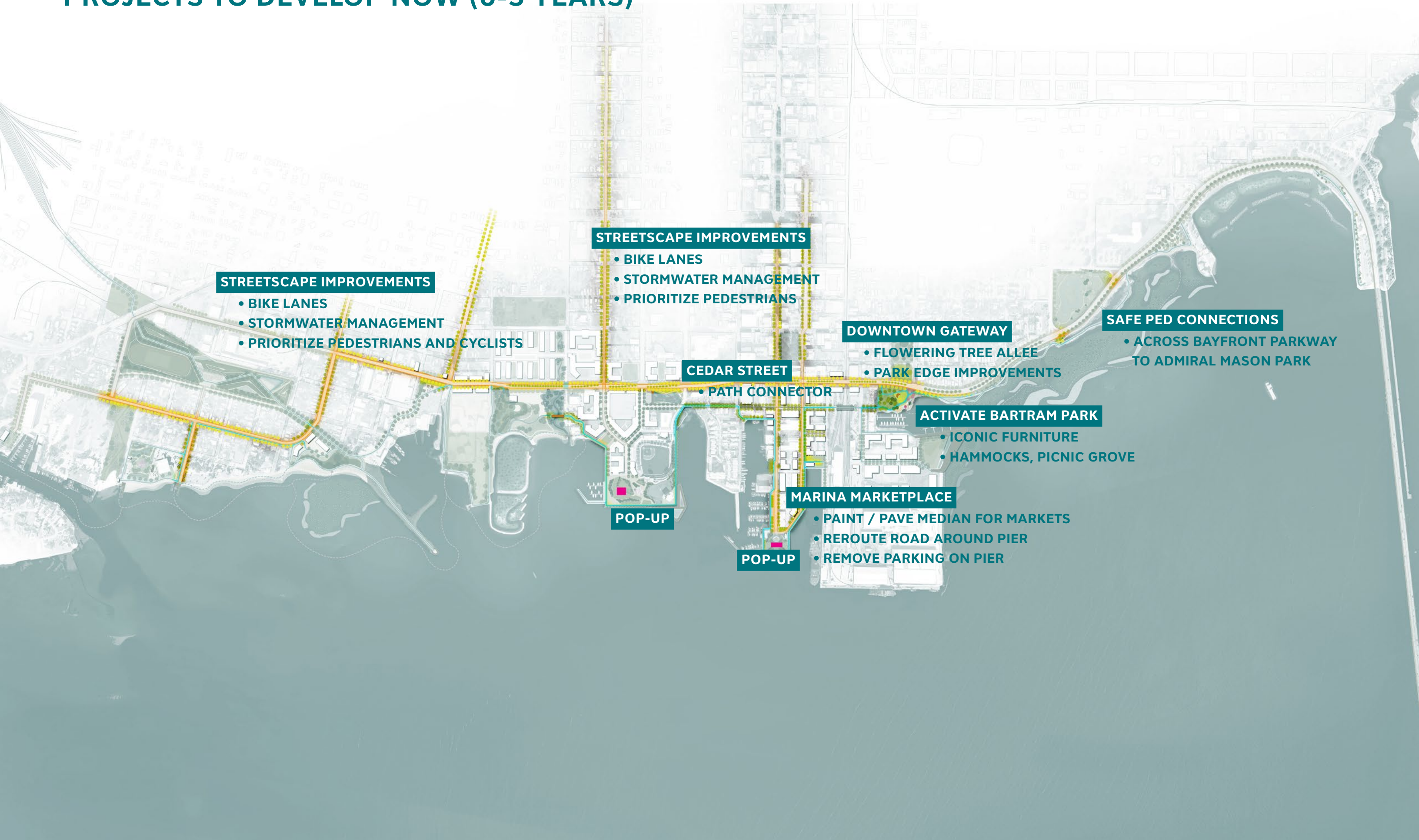
# **PRIORITIZE AND PHASE INVESTMENTS OVER TIME**



**NOW, SOON, EVENTUALLY**



# PROJECTS TO DEVELOP NOW (0-3 YEARS)



## STREETSCAPE IMPROVEMENTS

- BIKE LANES
- STORMWATER MANAGEMENT
- PRIORITIZE PEDESTRIANS AND CYCLISTS

## STREETSCAPE IMPROVEMENTS

- BIKE LANES
- STORMWATER MANAGEMENT
- PRIORITIZE PEDESTRIANS

## CEDAR STREET

- PATH CONNECTOR

## DOWNTOWN GATEWAY

- FLOWERING TREE ALLEE
- PARK EDGE IMPROVEMENTS

## SAFE PED CONNECTIONS

- ACROSS BAYFRONT PARKWAY TO ADMIRAL MASON PARK

## ACTIVATE BARTRAM PARK

- ICONIC FURNITURE
- HAMMOCKS, PICNIC GROVE

## MARINA MARKETPLACE

- PAINT / PAVE MEDIAN FOR MARKETS
- REROUTE ROAD AROUND PIER
- REMOVE PARKING ON PIER

## POP-UP

## POP-UP



# PROJECTS TO DEVELOP SOON (3-8 YEARS)



## STREETSCAPE IMPROVEMENTS

- BIKE LANES
- STORMWATER MANAGEMENT
- PRIORITIZE PEDESTRIANS AND CYCLISTS

## SANDERS BEACH

- SUNKEN FOREST
- STORMWATER MANAGEMENT
- EXPANDED PICNIC AREA
- ACCESSIBLE KAYAK LAUNCH

## CONTINUOUS BAY WALK

- MISSING LINK THROUGH BOAT YARD

## BRUCE BEACH

- OVERLOOK MOUND
- COMMUNITY CENTER
- BRIDGE FROM MARITIME PARK

## MARITIME PARK

- AMPLIFY PARK EDGE
- DAY MARINA
- FLOATING POOLS

## CEDAR ST CONNECTION

- BRIDGE TO CONNECT TO MARITIME PARK
- REDESIGN STORMWATER RETENTION POND

## PALAFOX PIER

- SLOPED LAWN
- WATER PLAZA
- CIVIC AMPHITHEATER STEPS
- FLOATING PLATFORM

## BLUFF BOULEVARD

- EXPANDED + PLANTED EDGE
- SHARED USE PATH
- CANOPY TREES

## BLUFF BOULEVARD

- ROAD DIET
- SHARED USE PATH
- CANOPY TREES

## PROJECT GREENSHORES 2.0

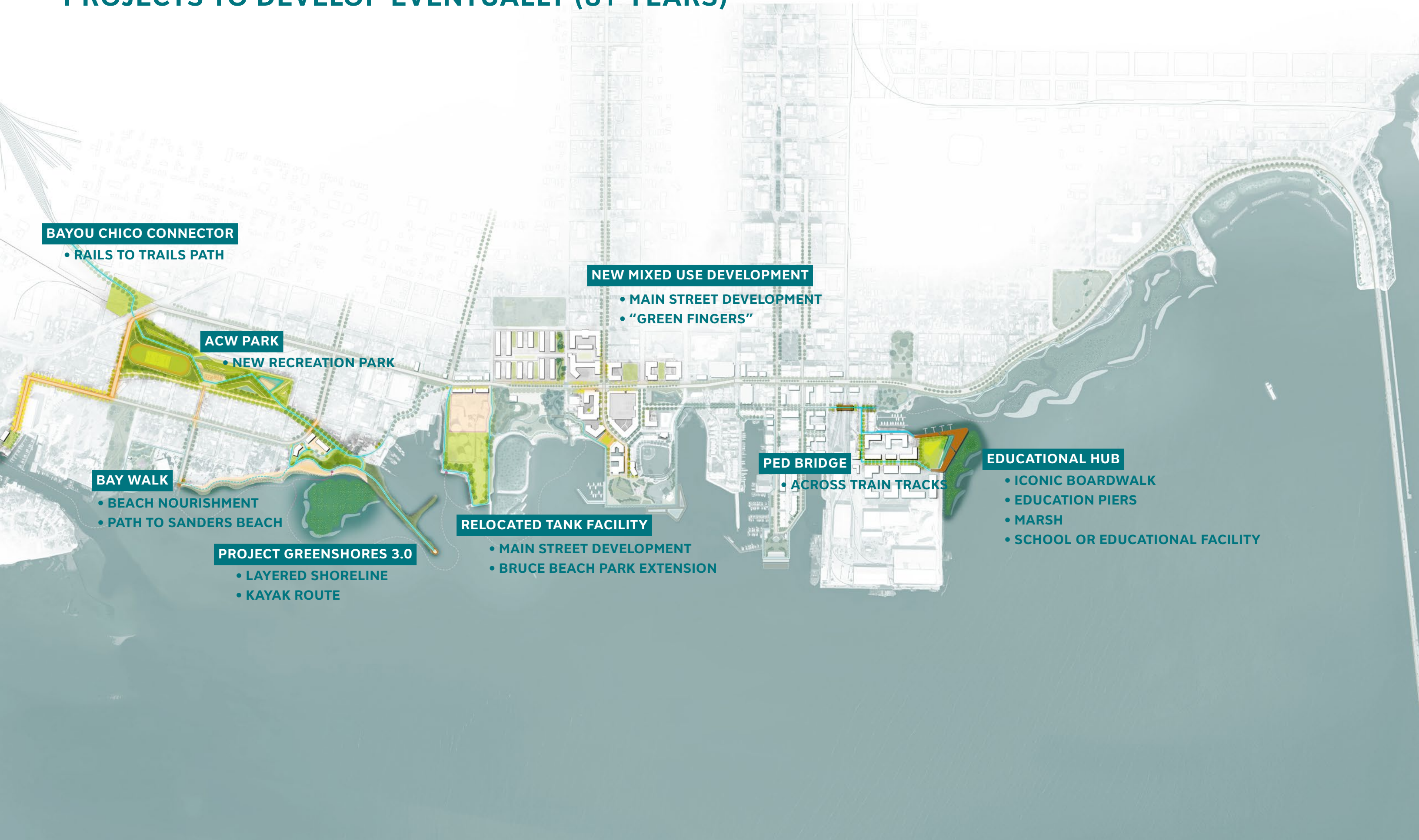
- LAYERED SHORELINE

## BAY WALK

- FLOODABLE PED PATH
- GET DOWN TO MARSH



# PROJECTS TO DEVELOP EVENTUALLY (8+ YEARS)



## BAYOU CHICO CONNECTOR

- RAILS TO TRAILS PATH

## ACW PARK

- NEW RECREATION PARK

## BAY WALK

- BEACH NOURISHMENT
- PATH TO SANDERS BEACH

## PROJECT GREENSHORES 3.0

- LAYERED SHORELINE
- KAYAK ROUTE

## RELOCATED TANK FACILITY

- MAIN STREET DEVELOPMENT
- BRUCE BEACH PARK EXTENSION

## NEW MIXED USE DEVELOPMENT

- MAIN STREET DEVELOPMENT
- "GREEN FINGERS"

## PED BRIDGE

- ACROSS TRAIN TRACKS

## EDUCATIONAL HUB

- ICONIC BOARDWALK
- EDUCATION PIERS
- MARSH
- SCHOOL OR EDUCATIONAL FACILITY







# TWO CATALYTIC PROJECTS





**WATERFRONT "HASHTAG"  
CONNECTOR**

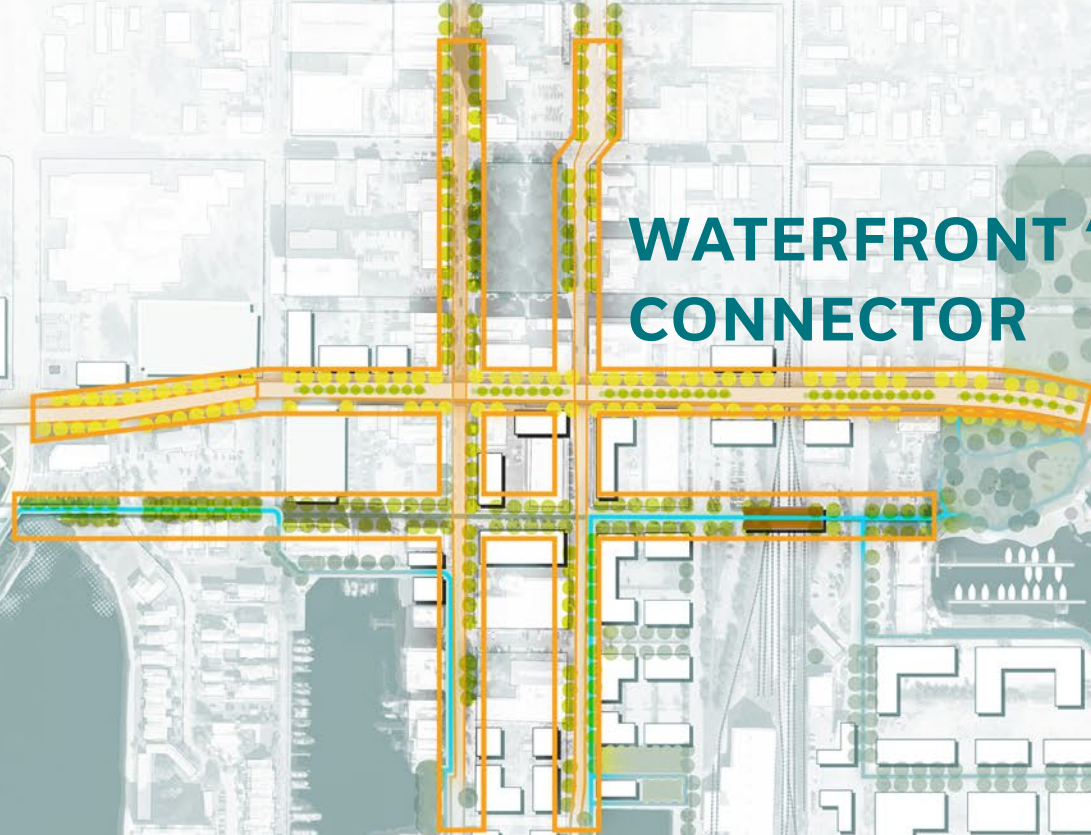
**BRUCE BEACH**



**BRUCE BEACH**



**WATERFRONT "HASHTAG"  
CONNECTOR**





# NEXT STEPS:

- FURTHER STUDY AND CONCEPT DESIGN DEVELOPMENT FOR THE TWO CATALYTIC PROJECTS
- IDENTIFICATION OF KEY/POTENTIAL PARTNERS
- HIGH LEVEL COST ESTIMATE
- IDENTIFICATION OF IMPORTANT OPPORTUNITIES AND HURDLES TO IMPLEMENTATION
- PUBLIC PRESENTATION OF CONCEPT DESIGNS



# PENSACOLA WATERFONT FRAMEWORK PLAN

